Simplificity The fashion magazine

The fashion magazine for women who sew

Your Best Look:

How to find it

Your Fashion Dollar:

How to stretch it

Spring 1959 Pattern Book

50c

287



SEERSUCKER PLAID

MIGNONNE CHAMBRAY

Cottons are guaranteed to be as represented. If for any reason you are not satisfied, we will replace fabric or refund purchase price. Avondale Mills, Comer Building Birmingham, Alabama.

PERMA-PRESSED® COTTONS-Little or no ironing

A joy to see, to sew, to wear . . . Avondale Cottons in Companion Colors to mix and match to your heart's content. And these lively colors stay fresh and bright through

suds and sun. Upkeep is easy, Avondale Cottons are Perma-Pressed for wash and wear with little or no ironing. By-the-yard, at popular prices. At the fine stores near you.

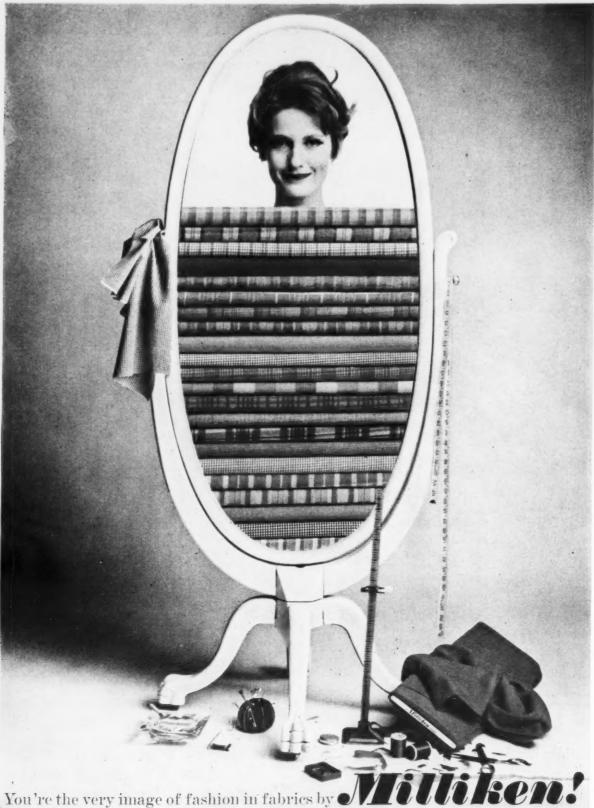


DUBLIN BRIGHT





International Silk Association (U.S.A.)



SANGAREE, the new Milliken fabric, gives you so many smart ways to see yourself. What color, what variety, what fun to sew! So crisp, so bright, so carefree because it's Milliken's own blend of Corval* and Orlon**. Fuzz-free, cling-free, iron-free. Found at fine fabric counters everywhere. About \$3 a yard, 54 inch width. **COUNTANLOS! CROSS-LINKED CELULLOSIC FIBER ***DUPONL'S ACRYLLE FIBER**

Bates Fabrics, Inc., 112 W. 34th St., N. Y. 1, N. Y. tiful new Bates prints at your store now ... and get all the advantages only "Discipline" can give you! For pattern information please write to "Happy Holiday" prints that take you smoothly wherever you go . . . then wash easily, dry quickly, unwrinkled and ready to go again. See all the beau-What's new-to-wear . . . everywhere . . . fresh flowers (with a French background) brilliantly printed on Bates Disciplined Cottons. LEFT Bates Disciplined Print Country Club" . RIGHT Bates Disciplined Print "Picturesque



Buttons in Vogue are fashioned by la Mode

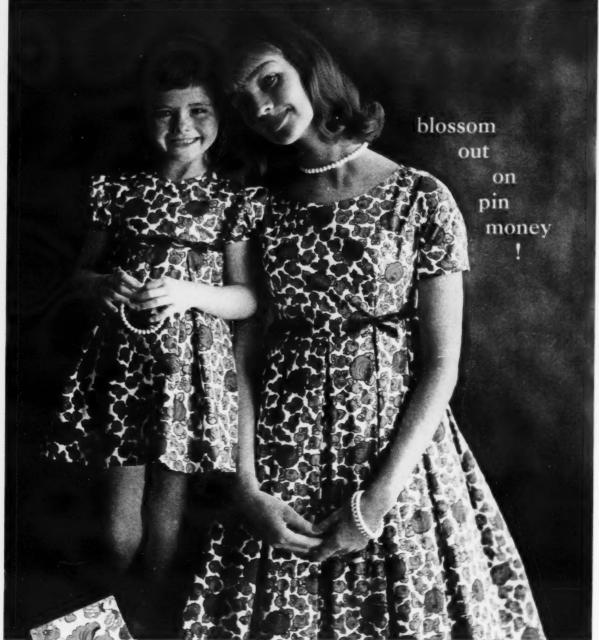


French-American Alliance: House of Francis Winter et Cie., leading Paris accessories authority and La Mode fashion buttons.

**Look for these buttons at your favorite store... or write for the name of store nearest you!



A Division of M. Lowenstein & Sons, Inc., makers of famous Wamsutta Supercale and Debucale Sheets and Wamsutta Decorative Fabrics Approximately \$1.00 a yard at the finest fabric counters everywhere. Wamsutta Mills, 1430 Broadway, New York 18, N. Y. Luxurious Wamsutta fabrics unfold into heavenly fashions. Here, two delightful bouquets from the wide collection of new for automatic wash and wear. "May be worn in some cases without ironing but at most needs only the touch of a warm iron." garden prints in fine cotton broadcloth. Both with the wonderful surramatic TM finish guaranteed by Good Housekeeping



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COURTESY & couture cottons

Charming is our rose-blown cotton that might have flown in from Paris. An easy-care cotton that cuts and sews into Spring's most wonderful fashion. From a news-making collection of 60 new easy-to-tub Courtesy prints and solids. At fine fabric counters everywhere.

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.to the liveliest sila prints!

> NYSILA BY BURLINGTON . . . now blooming in gay profusion! Soft. supple Nysila Crepe is Burlington's own luxurious blending of Celanese acetate and nylon . . . in the loveliest, liveliest spring prints, the freshest, most flattering array of colors. One look . . . one touch . . . you'll know this is the fabric fashioned for you! Wherever fine fabrics are sold.

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FABRICS CO.



JOHN FREDERICS H

It's intoxicating! Pour out the Silk Punch for dazzling color effects and mix with coordinated Prodigy Prints for very tasty costumerie. Silk Punch is a slubbed, bodiful rayon and

silk hand-washable designed for very potent fashion effects. And Prodigy Prints? Well — don't be surprised if they go to your head!

Shown: Button-down jumper coat in Silk Punch. Under it, saucer-collared dress, in color-coordinated "Fruidrop" Prodigy Print. Both handwashable fabrics by Fabrex Corporation, 115 West 40 Street, New York 36, New York.

FABREX





Now you can achieve lasting shape control for any sewing area, from the soft turn of detailing to the firm beauty of a bouffante skirt. • This is now possible because Pellon has added a new all-bias interfacing that "gives" in any direction. This Pellon maintains the shape of the new relaxed silhouette (as seen above), just as regular Pellon underscores the party dress. • Both regular Pellon and all-bias Pellon are washable, dry-cleanable, lightweight, porous, shrink-resistant. Because Pellon is non-woven it can be cut in any direction without ravelling or waste. And Pellon white is permanently white. • Pellon will give your sewing the enduring professional look. Discover the Pellon miracle for yourself in the next garment you sew. Choose your Pellon with the help of the brand-new handy Pellon Guide Wheel, which you can obtain without charge at your favorite store, or write to Dept. S-6,

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"PATTERN NUMBERS ON REQUEST"



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... in 35 fashion colors to give the clothes you make custom-matched perfection. Easy shopping—just pick the same color-number on the labels, as shown above. Boiltex® Tapes are harmoniously color-coordinated, too. These advantages are more good reasons for insisting on Coats & Clark's quality products in fabric and notion departments!

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RELAXED DRESS more about

Use "Supersoft" SIRI as a complete underlining to achieve and maintain the fluid lines of the relaxed silhouette. Newest, most effective way to underscore fashion, supple Woven SIRI shapes with silky smoothness and can be handled as one with your dress fabric.

Important fashion details in the relaxed dress need wrinkleresistant FORMITE - the interfacing that never washes out of shape. Collars, cuffs, belts retain suppleness because FORMITE is Woven to follow the grain of your dress fabric.



The Empire silhouette with its long tapered skirt column needs the support of "Soft" weight SIRI. The Empire line is held and the shape built right in where resilient Woven SIRI is used.

Lightweight FORMITE gracefully reshapes the feminine Empire bodice, molds a collar, defines a front. Machine baste FORMITE to area molding high bodice line, also through button hole location lines for a professional look. Available in Natural, Black or White.



DRESS

EMPIRE

The softly tailored lines of the Empire coat are permanent with crush-resistant ARMO hair canvas to interface collars, cuffs, shoulders. This Woven fabric keeps its shape through countless dry cleanings, steam pressings. For smooth tailoring in bulky coatings, trim ARMO close to the stitched line, then

sew



Sheaths fit to perfection (never "sit out") when underscored with SIRI - the Woven underlining that molds and holds. A dramatic fashion footnote is the flounce...use "Supersoft" or "Soft" weight SIRI for the body (depending on weight of outer fabric) - "Firm" weight SIRI under hem flares.

like



SUIT

Create casual elegance in new suits with pre-shrunk ARMO, "Fino," the all purpose hair canvas interfacing that always keeps its shape. For clean, neat lines, trim corners of ARMO after cutting to pattern. Available in 5 weights for every type of coat and suit.

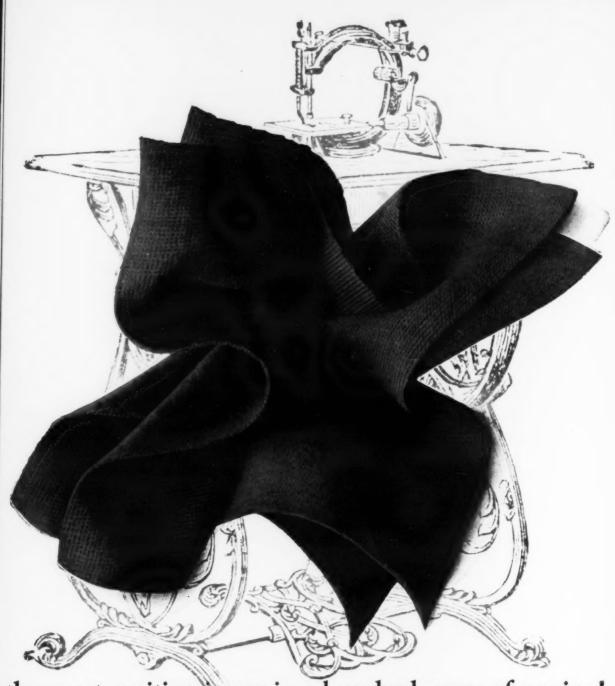
SIRI gives the professional finish to your suits. It's all you need to create silken-soft contourperfect jacket linings. Use Woven SIRI again to underline skirts - just cut to skirt pattern and sew as one with your suit fabric.

ARMO PRE-SHRUNK FOR DRY CLEANING

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ALL CARMEL FABRICS GUARANTEED GRAIN PERFECT

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Chemstrand makes only the fiber; America's finest mills and manufacturers do the rest.

*Chemstrand makes only the fiber; America's finest mills and manufacturers do the rest.

*Chemstrand makes only the fiber; America's finest mills and manufacturers do the rest.

*According to a yd. At piece goods counters everywhere. Simplicity Pattern #2884.

*Depending upon construction of garment: it can be machine-washed, machine-dried, or machine-washed, drip-dry. Either way, little if any ironing needed.

*THE CHEMSTRAND CORPORATION, 350 Fifth Ave., N. Y. 1 • Plants: ACRILAN® ACRYLIC FIBER-Decatur, Ala. • CHEMSTRAND® NYLON-Pensacola, Fla.

® Reg. Joseph Bancroft & Sons Co.



Simplicity Pattern 2794. Empire one-piece dress. Junior and misses sizes 11-18.



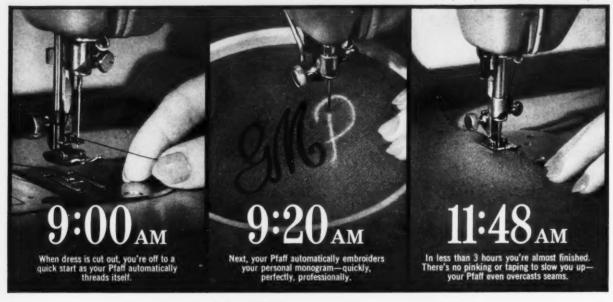
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feminine floral print. Captivating yet carefree, you know you can rely on the fabric to stay lastingly lovely. That's because "Everglaze" "Minicare" cottons are twice tested—for firm resistance to creasing, spotting, soiling, shrinking or stretching, and for little-or-no-ironing, automatic wash-and-wear performance. You sew with confidence when you insist on these fine fabrics. At your favorite store or write Riegel Textile Corp., 260 Madison Avenue, New York 16, N. Y.

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Now! You can make this dress in less time than it takes to shop! (and save \$2200)





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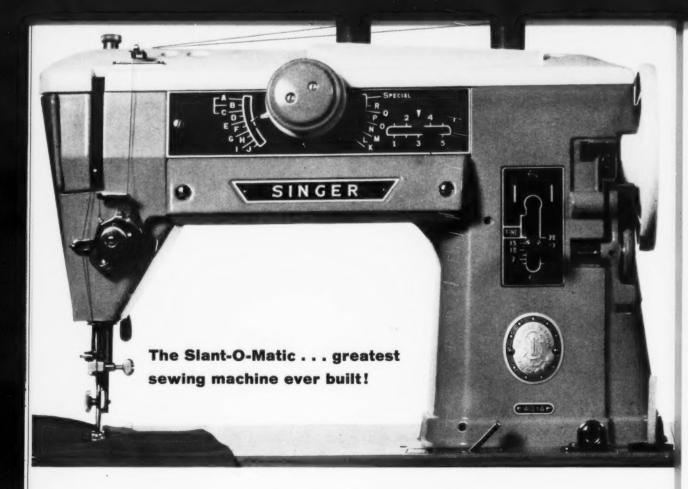
Stix, Baer & Fuller St. Louis, Mo.

Joske's of San Antonio San Antonio, Texas

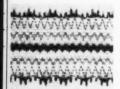
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For store nearest you, write to FABREX CORPORATION 115 West 40 Street New York 18, N. Y.





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Neat mending, even on delicate fabrics like organdy, chiffon.



Lovely appliqué and cording... dainty lace inserts for lingerie.



Easy button-sewing and perfect buttonholing, any length.

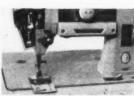


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Gear motor drive ends stalling. Zigzag mechanism disengages for smooth straight sewing.



Double-easy threading. Only machine with handy "drop-in" bobbin in *front* of needle plus "snap-open" threading chart.



Eye-level stitch chart flips up; shows how to "tune" knob for the fancy stitch you want . . . world's easiest decorative sewing.



Exclusive Slant Needle angles forward so you see better, sew better. Has new needle clamp for beautiful two-color stitching.



Fingertip control automatically lifts throat plate to perfect level for mending, freehand work.

Only automatic zigzag machine for home use made in America



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casual, light-hearted. Wonderful Sanforized®, Everglaze® Minicare® gay mates for the play mates you sew at home! All machine washable, Ship Ahoy and Riegel's other cottons: Gallery™, Everedi™, Lustra™, and where...or write Riegel Textile Corp., Dept. MM, 260 Madison Ave., N.Y. 16



Wards Signature 6-Cycle Imperial Washer



the last rinse.

The towels on the right were washed in an ordinary washer without Sta-Puf. They have that stiff-as-a-board feel every woman hates. The identical towels on the left were washed in Wards Imperial with Sta-Puf added. See how luxuriously fluffy and soft they've become, almost half again their original thickness. You see the difference, you'll feel the difference when you use our perfect laundry formula!

Result: Towels become wonderfully thick, soft as new; diapers and baby clothes become petal-soft. Ordinary woolens feel like cashmere, coarse muslins feel like silky-smooth percales. Flatwork dries wrinkle-free, requires little or no ironing. And embarrassing nylon cling is eliminated, too!

handles everything from blankets to wash 'n wears automatically. With the Imperial's new fabric conditioner dispenser, just the right amount of Sta-Puf is *automatically* injected into



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Simpson

Flavor fashion at your fingertips . . . spice your wardrobe and your home with rich striking color, far-fetching designs and the captivating newness of Spring, itself. Our Everglaze® Minicare® cottons include flavorful sateens, fine Egyptian yarns and rustling cottons . . . all need so little ironing. "Royal "O", a U. S. Royal fabric by Wm. Simpson, is a medium weight Orlon and viscose blend imbued with the vitality of prints and solids, woven checks and plaids for wondrous wash and wear life.

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Decidedly Quality, Definitely Fashion Since 1836

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Howto



No, the man of the family is not a tycoon. Yet, the clothes they are wearing will be beautiful as any this Easter—thanks to the fun and ease of sewing with Simplicity Printed Patterns. Without being extravagant, your whole family can have more clothes, better clothes, in the latest fashions. You'll find them by the hundreds in this month's Simplicity Catalog on the pattern counter at your favorite store. Even if you haven't sewed in some time, you can expect beautiful results when you...

Sew with Simplicity
SIMPLICITY PATTERN CO. INC.



enjoy yourself...the fabric is 'self controlled'

When you start with 'self-controlled' fabrics, you end up with wonderful fashions. They're easy-sew, easy-care...and sew easy to look at! Ask for 'self-controlled' fabrics—they drip-dry, need little or no ironing. You'll enjoy them!





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NECCHI SUPERNOVA ULTRA

newest, most beautiful, most automatic of all sewing machines!



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WISS

ULTRA Automatic darning and mending. Weaves rips and tears like new. You don't have to move the fabric back and forth as on other machines.



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ULTRA NEW built-in automatic threader with magnifying glass. A swift motion threads the needle. Plus NEW automatic needle changer. You just press button, insert needle. No tools needed.



ULTRA NEW marked needle plate. Each basic stitch design is clearly shown. Touch button to release plate to desired position. Satin finish, no more glare.



Stitch range finder (A). Ends tedious searching for right position. Red dot on Tension Knob (B) gives proper tension setting for every type of fabric.



Cabinet! ULTRA easy to open! Like magic it lifts your Necchi into sewing position . . . ready to sew automatically in a jiffy!



ULTRA beautiful color schemes...3 to choose from: Green and Ivory, Grey and Ivory, Pink and Ivory.

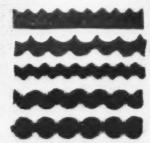
See how wonderful...how automatic...21st century sewing is! Try the Necchi Supernova Ultra at your nearest Necchi-Elna Sewing Circle. It's yours for as little as \$2.00 a week. Other machines as low as \$59.00. Big allowance for your old machine!

Nationwide service through 2500 dealers. Parts always available. See Yellow Pages for your nearest dealer. Send for the new Neochi-Elma Dressmaker Dictionary. (Please enclose 10¢ to cover handling.) Write to Department 1949. Neochi Sewing Machine Sales Corporation, 164 W. 25th St., N. Y. I, N. Y.

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to cut a
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Pinking Shears Model CB-7, \$6.95 Pat. No. 2.564,251 Skalloping Shears Model SN-7, \$7.50

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every stitch!

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Can be made "in seconds"! Smart, professional-looking...fashioned to go with any wardrobe. Washable, dry-cleanable, rustproof. No tools necessary. Available Round or Flat in four sizes: %", %", 1", and 1%". 25c per package.



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The buckle that women demand! For all self-fabric needs. . . . Quick-Easy-NO IRONING . . Rustproof . . . individually carded . . prong enclosed . . . 63 different styles. Sizes: ½", ¾", 1", 1¼", 1½", 2", 3". From 15c and up.

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BUCKLE, Inc.

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The 3-way dress

One pattern which can take all of these directions

Late-day version with aptitude for jewels. Has up-and-coming waist, down-andslimming buttons.



Warm-weather version with relaxed manner. Has big collar, looks newer belted high and wide.

Day-in-town version with lots of dash. Has spacious pockets, threequarter sleeves. All 2884, sizes 10-18, 50¢



Foundations of the Empire

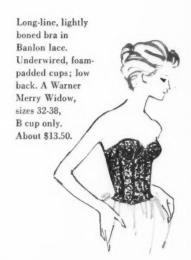
Every woman knows that fashion planning is more than dress deep.

Foundations shown here will uphold the Empire line from within so that the eye takes away an impression of fluidity and ease.

The overall fashion trend: high, rounded, underplayed bosoms shaped by bras with horizontal seaming.







FAT GIRLS' DIET

Tested practical ways to take off fat, rushed by return mail in plain wrapper at special prices.

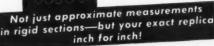
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| a fast start in losing pounds! | This diet insures the safe loss of |
| POUND A DAY "MIRACLE DIET"- | considerable poundage in only 18 days |
| An infallible diet that insures the loss of | HOW TO STAY THIN AFTER LOSING |
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| DEHYDRATION DIET FOR THOSE WHO CRAVE SWEETS— | staying thin another! This tells hov! 230 |
| | Follow this, lose 7 lbs. |
| The fastest and most pleasant of all! 25c | in 1 week |
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| CHECK DIETS YOU WANT, SEND FOR PR | COMPT DELIVERY, ENCLOSE COIN, MONEY |
| ORDER or CHECK, Any 5 mailed to you for or | |
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| RUTH PFAHLER, Dept. 8802, Decatur, Illi | ingis |
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| checked ALL SIXTEEN items, please send them to | |
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| A.1.1 | |



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with patented Magic Link

The ONLY moldable dress form that follows your figure changes through the years!....that faithfully duplicates your exact posture and height!
You can actually HEM A DRESS on "MY DOUBLE" and it will hang straight on YOU!



You'll be amazed how your dressmaking ability improves when you use MY DOUBLE—the miraculous and most versatile dress form. Not only does MY DOUBLE match your bust, waist and hip measurements, it is the precise duplicate of your figure in every detail—even in height and posture!

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MY DOUBLE is used by Hollywood studios, by famous designers and dressmakers, and by thousands of women who make their own clothes. Built with a conscience, its patented magic-link construction lasts a lifetime. Pays for itself many times over. Write for FREE folder today.



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For growing girls and tiny figures — The dress form women have been clamoring for.

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Anne Hickman does it with PRIMS

This clever Wilmington girl made her entry a prize-winner in the National Grange Sewing Contest with PRIMS Cover-Your-Own Slim Buckle.



You're fashion-smart with Prims new Cover-Your-Own Buttons and Buckles. Finest quality . . . rustproof, they launder and dry clean beautifully. Easy to use and re-use. Insist on Prims—the best name in notions.



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The rise of the Empire

The French Revolution had ended.

The Reign of Terror had passed.

Napoleon was the Man of the Hour.

Josephine was the Queen of Fashion.

Madame Récamier was the Toast of the Town.



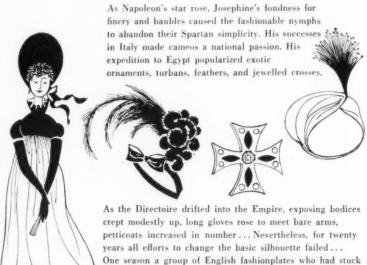


In 1795 a new middle class had come to power, full of contempt for the cumbersome gowns, pinching corsets, and powdered wigs of France's old aristocracy. While Parisian politicians proclaimed the high republican ideals of Greece and Rome, Parisian belles rallied to the classical cause by discarding wartime colors, tight lacings, wide skirts, even natural waistlines, and dressing like Greek goddesses... Doctors warned that the Paris climate was not like the climate on Mt. Olympus, or even in Athens. They said more women were dying of pneumonia in one year than in forty before the revolution... The ladies coughed and continued to die bravely and beautifully for freedom.

• The basic item in every wardrobe was a low-necked garment—lightweight, sometimes semi-transparent—gently released from just below the bust and embroidered with Greek motifs...

Parisiennes split their sheaths to the knee, or higher, often wore them over flesh-tinted tights... They cut their hair short in back ("à la victime" the wits said, remembering this was usual procedure before the guillotine)... They abandoned their rouge pots and cultivated a flour-like pallor... They tottered down off their high heels into flat ballerina slippers.





to their natural waistlines tried to take France by storm ...

While Napoleon struggled in vain to bring England to its knees by military might, Josephine forced the surrender of the English waistline by pure ridicule... From that time on, Paris was the acknowledged (ashion capital of Europe. by
popular
demand...
4th
printing





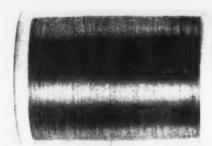


SIMPLICITY SEWING BOOK

KNOW your pattern size? See the complete measurement chart for misses and women; half-sizes; juniors; girls; teens and a NEW measurement chart sized for an "in between" group — the SUB-TEEN girl.

LEARN How-to... Flatter your figure... refine your tailoring... sew with professional ease.
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makes sewing by hand or by machine a smoother, easier, more satisfactory accomplishment... because it resists abrasion* reduces shredding, fraying, twisting, stays stronger longer! Easier to thread, too! **Buy Bel-Waxed** thread at leading thread departments everywhere.

adid you know that a hidden quality of thread is its ability to resist abrasion? Thread may lose as much as 25% of its strength through friction as it passes 16 to 65 times through the machine needle for each stitch, depending on speed and number of stitches per inch.



Belding Corlicelli for more than 125 years the symbol of the finest in every type of thread 1407 BROADWAY • NEW YORK 18, N.Y.

Shop, look, and listen



If you want to make fashion headlines with your new empire suits and dresses, salvage a narrow strip of fabric and convert it into a headache band. Actually there are no headaches involved if you buy a Quick Iron-On Belt Kit and simply iron on the fabric according to directions. Available at notion counters for 39c.



Three major problems for sewing machine operators have been eliminated by one small gadget so simple to use it has been adapted by the National Industries for the Blind. Snip-Grip Thread Cutter makes it impossible for machine needles to become unthreaded or for threads to bunch: also contains a tiny built-in knife that cuts the top and bobbin threads. It sells for 79c, but Simplicity readers can obtain it for 75¢ sent to Superior Sewing Machine Corp., 142 West 25th Street, New York, N. Y.

Shop, look, and listen

You won't have to look for your needle in a haystack if you buy Risdon's package of four sewing machine needles neatly lodged in their permanent clear plastic case. Each needle fits into its own special groove, is instantly visible, and can be removed from the slot by easily sliding open the cover. Package sells for 25¢.



Have you ever kept tabs on your sportswear? "Keeping tabs on" clothes is not used here as just a figure of speech. You'll probably want these trim new E-Z Belt Tabs as a final tailored touch on casual dresses and Bermuda shorts. They come complete with buckle and ready to sew on.



They're washable, dry-cleanable, and available at notion counters. Choice of black, red, white, navy, brown, and tan. Package from E-Z Buckle, 29¢.

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Acme ADJUSTABLE DRESS FORM

adjusts quickly and easily... "Gains" or "Reduces" with YOU!



Acme Adjustable Dress Form lasts forever, Has sturdy Duratex frame, covered with a, easy-to-pin Jersey-cloth; strong iron base and backbone. Each part adjusts quickly, easily, separately at a touch—then holds posi-tion rigidly till you change it.



ALL 3 MADE THEIR DRESSES ON ONE ACME FORM!

These sisters and their mother wear different sizes, yet they make all their clothes on the same wonderful Acme — the unique adjustable dress form that will adjust to your figure and be your own personal 3-D mirror even if you gain or lose pounds?

HELPS YOU ALTER. REMODEL. MAKE BEAUTIFUL CLOTHES EASILY IN HALF THE USUAL TIME!

Tired of trying to fit clothes on yourself, or waiting for a friend to help? Tired of a dress form that's uscless if you gain or lose weight? Then it's time to end all your fitting problems, forever, with a wonderful Acme Adjustable Dress Earth problems, forever, with Adjustable Dress Form!

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Because you can fit, pin and baste your dress right on the dummy, you can see in advance how the finished dress will look. You can avoid ripping and re-sewing. You won't make time-consuming expensive mistakes.

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With an Acme you get a perfect fit in min-utes! Enjoy altering your clothes yourself, and save costly alteration charges! Have smart, new, custom-fitted fashions at a frac-tion of usual cost! Transform last year's clothes into the latest style for the cost of the thread alone. You'll make clothes that look lovelier—have true, professional fit— yet you'll make them with far less work and in half the usual time!

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| - SEN | D FOR | YOURS 1 | ODAY!- | -USE THIS | COUPON |
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| Acme | Dress | Form Co. | . Dent | SP-32 | |

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| CITY_ | | | - | ZON | E | _STATE_ | |
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fashion's finishing touch



The zipper that never stops working to make home sewing fun!

2879 Simplicity's Cover Dress

There's big news in the empire styling of this superb wide-belted, wide-skirted shirtdress. There's big news in the color — a tender gold-tinged green — and in the fabric — "Surachene", a silky, crease-resistant, machine washable cotton surah by Fuller. Sizes 10-18, 50c.

Total to make: About \$10.70.

Two twists of the turban by Mr. John: chiffon (on the cover); self print (above). Jewelry by Trifari, Self buttons by William Prym. Collar and cuffs interfaced with lightweight Pellon. Photographed by William Helburn.



Simplicity

The fashion magazine for women who sew Spring 1959

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| 36-39 | Soft Look Empire coat, suit, dresses | | CHILDREN |
| 40-43 | Dramatic Look Long-stemmed costumes and dresses | 69 | Cover Little girl in an apron dress |
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An infant's layette

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DON'T MISS THE NEW VACATION FASHIONS

IN THE SUMMER, 1959 ISSUE

OF SIMPLICITY PATTERN MAGAZINE

Cost breakdown on pages 69-79

ON SALE APRIL 15TH

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What price your Best Look?

It's less a matter of money than self-knowledge and good planning. How to look wonderful depends on creating the best possible impression (on yourself and your public) with your basic equipment. A session in front of your full-length and close-up mirrors, and an honest tape measure should provide you with the major clues to your best look. This spring we've worked out four Basic Best Looks for you to go on. Are you Soft and Feminine? Dramatic and Striking? Jaunty and Casual? Elegant and Conservative? We've drawn up a clothes-and-color plan for each of these four looks that can be adapted to your own needs and personality. And what's more, we've figured out how little money it takes to make the beauty grade.

Find your best shapes

- If you're small-boned, small or average height, and very feminine looking. the new high-waisted clothes on pages 36-39 will make you appear taller and more appealing.
- · If you're tall and slim and striking. the sleek-torsoed styles on pages 40-43 that emphasize narrow hiplines are perfect for you.
- Whether you measure 5'2" or 5'10", are really slim or nicely rounded, the common denominator for the snappy fashions on pages 44-47 is your liking for natural waistlines and easy-moving skirts.
- If your figure's spread some since your early twenties and you favor ladylike, understated clothes, you'll choose the elegant silhouettes on pages 48-51.

Find your best colors

- · For a soft glow, trust the flattery of golden shades: warm beiges, melting greens and golds. Make-up with peach-tinted lipstick, soft green eyeshadow (page 36).
- · For dramatic impact, take the challenge of the wild new pinks and purples, the chic of black and navy mixed with white. Make-up with shocking pink lipstick, deep-blue to violet eyeshadow (page 40).
- · For jaunty, natural effects, plan around the clear new ranges of blue and green. Make-up with clear-red lipstick, true-blue eyeshadow (page 45).
- · For elegance with spirit, pick creamy shades sparked by coral. Make-up with vivid coral lipstick, blue to blue-green shadow (page 49).

Soft





Blue-Black Shocking Pink Purple

Dramatic



Jaunty



Aquamarine Green Navy





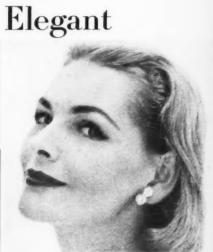
Pick your price

Nobody's in a better buyer's market this spring than you who sew. Simplicity has taken the guesswork out of your clothes budget by proudly showing you all the price tags — in advance. The next 16 color pages plunge you right into a new world of beautiful fabrics and fashions that belie their cost. BUT, just to prove that the incredible prices are not typographical errors, we give an item-by-item breakdown of each outfit (on page 52), along with our promise of a balanced budget.



Coral Cream Strawberry





For accessory and prop information, see page 96. For backviews and yardages for Best-look printed patterns, see pages 92 and 94 respectively.



Soft look

focused on heightened waists,
appealingly curved lines;
colored in glowing shades
of beige, green, and gold

High-Tie Coat

Curved coat with its waistline in the ascendency.

Artichoke Green worsted, a fluffy textured wool coating by Milliken. 2845, sizes 11-18, 60c.

Total to make: About \$20.20

Appealing Mouth, gently drawn out into soft-spoken curves, lustrously colored in "Cool Coral" lipstick.



Liquid Eyes, looking perfectly dreamy
under a faint
halo of "Emerald Green"
shadow and a thick
fringe of dark
brown lashes.
Makeup by DuBarry.

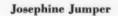


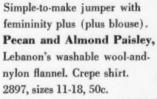
These fashions feature coat buttons by La Mode; buckles by E-Z; Interion interfacing. Backviews, page 92. Yardages, page 94. Accessories, page 96. All Simplicity Patterns are printed.



Jacket on a higher plane, demi-belted under the bosom. Molasses Brown wool, a pre-shrunk, soft-touch shetland by Lebanon. 2844, sizes 11-18, 50c.

Total to make: About \$16.70







Soft look

Far-Flung Empire

Dress with pleated skirt unfurled above waist level.

Vanilla-Butterscotch

"Monselle", Burlington's creaseresistant acetate and cotton. 2880, sizes 11-18, 50c.

Total to make: About \$11.90

La Belle Sheath

Gentler-cut dress with the new high-styled Recamier belt. Putty, a washable hopsacking of Avisco rayon "Ronji" by Burlington. 2877, sizes 10-18, 50c.

Total to make: About \$9.60

2880

2877

WILLIAM HELBURN

Veiled Beauty
Sheath dress misted over
by a high billowing skirt.
Honeyed Bouquets in twinprinted cottons (satin and
chiffon) by Berkshire Hathaway.
2795, sizes 11-18, 50c.
Total to make: About \$15.30

Directoire Beauty
Clinging bodice intercepted
by a lovely outpour of skirt.
Ceramic Gold "Belissa",
a cotton-and-Cupioni blend
by Berkshire Hathaway.
2878, sizes 11-18, 50c.

1.90

50



These fashions feature: Talon "Magic-Zip" zippers; La Mode buttons; Bac-A-Brand self belt

2837

Dramatic look

focused on sleekly sophisticated, long-stemmed silhouettes; colored in bold black and blues, magnetic pinks and purples

The Boulevardier

Slick cutaway jacket tops an arrow-narrow sheath. Jet Black "Playtime Cloth", a Sanforized cotton denim by Cone. White saddlestitching, lining. 2837, sizes 10-20, 60c. Total to make: About \$6.70

Siren Mouth, provocatively shaped and dramatized in "Midnight Pink" to give glamour as well as lip service.



Sultry Eyes, brought into greater prominence

by a dark haze of
"Midnight Blue" shadow.
magnified by an outline
of jet black pencil.
Makeup by Tussy.



These fashions feature: buttons by Costumakers; trouble-free zippers by Coats & Clark



Dramatic look

Split-Level Sheath
Turtle-necked, button-on
top and swizzle-stick skirt.
High Pink "Ching Ching",
an Arnel and rayon by Triplex.
2798, sizes 11-18, 50c.
Total to make: About \$9.00

Butterfly Sheath
Front-fitted dress with freeflowing, yoked back.
Persian Plum "Ching Ching",
Celanese Arnel and rayon by Triplex.
2800, sizes 11-18, 50c.

Total to make: About \$9.50

These fashions feature: Coats & Clark's zippers; Dritz self buttons





Jaunty look

lls

focused on tiny, naturalized
waists, as-you-like-it skirts;
colored in lively, offbeat
shades of blue and green

Braided Blazer Suit

Gay-blade jacket worn over swingy walking skirt.

Marine Green and Navy Blue

100% cotton duck by Avondale with Sanforized finish. 2872, sizes 10-20, 60¢.

Total to make: About \$9.80

Full Wide Mouth, its generous curves and upturned corners defined brilliantly by true-red lipstick #2.



Big Bright Eyes, their slightly almond shape

accented with a line drawn close to lashes, extended at far corner: wing of blue shadow #1. Makeup by John Robert Powers,



These fashions feature: Talon "Magic-Zip" zippers; La Mode buttons



Jaunty look

High-Buckled Shirtdress

A classic updated (note its northbound waistline).

Foam Blue "Vamp", an Arneland-cotton blend by Fabrex. 2879, sizes 10-18, 50¢.

Total to make: About \$10.00

Pleated Bow-Catcher





Beautiful Bubble

High-flying balloon dress puffed out with lightweight Pellon. Blue and Green floral-printed "Suttamatic" cotton by Wamsuita. 2796, sizes 11-18, 50¢.

Total to make: About \$8.30

These Jashions Jeature. Talon "Magic-Zip" zippers Dritz self buttons



Elegant look

focused on superbly understated, feminine clothes; colored in vibrant coral and rich cream tones

Luxurious Coat

Raglan-sleeved surcoat with wide-winged, set-away collar.

Butternut soufflé, a soft-nubbed blend of worsted and mohair by E. A. Mills. 2849, sizes 12-42, 50¢.

Total to make: About \$35.80

Well-Defined Mouth, outlined and tilted up at the corners with a lipstick brush, then filled in with "Tiger Lily" orange.



Luminous Eyes, deepened by a crescent

of "China Blue" shadow blended subtly upward and outward from the center of the lid. Makeup by Charles of the Ritz.



These fashions feature: buttons by B. G. E. Originales; interfacings by Armo (coat) and Formite (suit)





Elegant look

First Empire

Bateau-neck princess topped by the briefest of jackets.

Orange, Raspberry, and Mocha checked in Fabrex's "Far East" blend of rayon, cotton, and silk. 2875, sizes 12½-24½, 60¢.

Total to make: About \$12.40

Second Empire

Surplice-cut princess with ribcage jacket. Cerise "Silk Punch", a creaseresistant, hand-washable

rayon and silk by Fabrex. 2848, sizes 12-40, 50¢.

Total to make: About \$12.60

These jashions jeature: selj buttons and belts by Wm. Prym; zippers by Coats & Clark; soft Siri lining empire dresses



Summing up the low cost of fashion

Soft look

| Soft look |
|--|
| Cover |
| Empire Shirtwaist Dress |
| Pattern 2879\$.50 Fabric, 5 yards, |
| Fabric 5 yards |
| 36" wide @ \$1.60 per vd 8.15 |
| 36" wide @ \$1.69 per yd 8.45 Findings 1.75 |
| |
| 810.70 |
| Page 36 |
| High-Tie Coat |
| Pattern 2845 8 .60 |
| Fabric for coat, 3 yards, |
| 54" wide @ \$1.98 per yd 14.94 |
| Linian 91 marks |
| 39" wide @ 79¢ per vd 2.17 |
| 39" wide @ 79c per yd 2.17 Findings 2.49 |
| |
| \$20.20 |
| Page 37 |
| Rising Suit |
| · Pattern 2844 \$.50 |
| Fabric for suit, 212 yards, |
| Fabric for suit, 212 yards, 54" wide @ \$4.98 per yd 12.45 |
| Lining for jacket, 13s yards, |
| 45" wide @ 98c per yd 1.35 |
| 54" wide @ \$4.98 per yd 12.15 Lining for jacket, 13s yards, 15" wide @ 98c per yd 1.35 Findings 2.40 |
| 816.70 |
| Page 37 |
| Josephine Jumper |
| Pattern 2897 \$.50 |
| Fabric for jumper, 1's yards, |
| rapric for jumper, 1 a yards, |
| 51" wide @ \$1.98 per yd 9.34 |
| Fabric for shirt, 21 yards, |
| 45" wide @ \$1.59 per yd 3.58 |
| Findings 1.58 |
| \$15.00 |
| Page 38 |
| Far-Flung Empire |
| Pattern 2880 \$.50 |
| Foliaire 5 manda |
| 45" wide @ \$1.80 per yd 9.00 Findings 2.40 |
| Findings 240 |
| |
| 811.90 |
| Page 38 |
| La Belle Sheath |
| Pattern 2877\$.50 |
| Fabric, 2 ³ i yards, |
| 15" wide @ \$2.00 per yd 5.50 Findings 3.60 |
| Findings 3.60 |
| \$9.60 |
| |
| Page 39 |
| Veiled Beauty |
| Pattern 2795\$.50 |
| Fabric for dress, 312 yards, |
| Pattern 2795 |
| Fabric for overskirt, 6 yards, |
| 39" wide @ \$1.39 per yd 8.34 |
| Findings |
| 815.30 |
| |
| Page 39 |
| Directoire Beauty |
| Pattern 2878 50 |
| Fabric, 4 yards, |
| 45" wide @ \$1.39 per yd 5.56 |
| Findings |
| |

Dramatic look

| Pattern 2837 \$.6 Fabric, 5½ yards, 36" wide @ 59c per yd 3.4 Lining for jacket, 1½ yards, 36" wide @ 98c per yd 1.5 Findings 1.1 Page 41 Tunic Dress Pattern 2812 5 Fabric for skirt, 1½ yards, 15" wide @ \$1.49 per yd 1.6 Fabric for tunic, 1½ yards, 15" wide @ \$1.98 per yd 2.9 Findings 2.3 87.56 Page 41 Tunic Jumper Pattern 2829 \$.5 Fabric, 3½ yards, 36" wide @ \$1.29 per yd 4.66 Findings 4.6 Findings 4.6 Fabric, 3½ yards, 36" wide @ \$2.00 per yd 6.25 Findings 2.3 89.00 Page 42 Butterfly Sheath Pattern 2800 \$.50 Fabric, 3½ yards, 35" wide @ \$2.00 per yd 6.25 Findings 2.25 Split-Level Sheath Pattern 2800 \$.50 Fabric, 3½ yards, 35" wide @ \$2.00 per yd 6.25 Findings 2.75 Split 43 Flounced Slink Pattern 2760 \$.50 Fabric, 3½ yards, 35" wide @ \$2.00 per yd 6.25 Findings 2.75 Fabric, 3½ yards, 35" wide @ \$2.00 per yd 6.25 Findings 50 Fabric, 4½ yards, 36" wide @ \$1.39 per yd 5.73 Findings 77 Sp.00 | rage 40 | | |
|---|-----------------------------|------|-------|
| Fabric, 3 ⁵⁴ yards, 36" wide @ 59¢ per yd | The Boulevardier | | |
| 36" wide @ 59¢ per yd | Pattern 2837 | 9 | .00 |
| Lining for jacket, 1 % yards, 36" wide @ 98c per yd. 1.5 Findings 1.1 Page 41 Tunic Dress Pattern 2812 | Fabric, 5% yards, | | 2 10 |
| S6.70 | 36 wide @ 39c per yd | 1 | 3.10 |
| S6.70 | Lining for jacket, I'm yard | ds, | 1.00 |
| S6.70 | 36 wide @ 98c per yd | | 1.39 |
| Page 41 Tunic Dress Pattern 2812 \$.5 Fabric for skirt, 11s yards, 15" wide @ \$1.49 per yd 1.6 Fabric for tunic, 11s yards, 15" wide @ \$1.98 per yd 2.9 Findings 2.3 87.56 Page 41 Tunic Jumper Pattern 2829 \$.56 Fabric, 3's yards, 36" wide @ \$1.29 per yd 4.66 Findings 1.4: 86.60 Page 12 Split-Level Sheath Pattern 2798 \$.56 Fabric, 3's yards, 45" wide @ \$2.00 per yd 6.25 Findings 2.25 89.00 Page 42 Butterfly Sheath Pattern 2800 \$.50 Fabric, 3's yards, 45" wide @ \$2.00 per yd 6.25 Findings 2.25 \$9.50 Page 43 Flounced Slink Pattern 2760 \$.50 Fabric, 4's yards, 36" wide @ \$1.39 per yd 5.73 Findings 77 | rindings | **** | |
| Tunic Dress Pattern 2812 | | 86 | 6.70 |
| Pattern 2812 | | | |
| Fabric for skirt, 1 s yards, 15" wide @ \$1.49 per yd | | | |
| 15" wide @ \$1.49 per yd | Pattern 2812 | § | .50 |
| Fabric for tunic, 1½ yards, 45" wide @ \$1.98 per yd | | | |
| 15" wide @ \$1.98 per yd. 2.9 Findings 2.3 87.50 Page 41 Tunic Jumper Pattern 2829 \$.50 Fabric, 3's yards, 36" wide @ \$1.29 per yd. 4.60 Findings 1.4: 86.60 Page 42 Split-Level Sheath Pattern 2798 \$.50 Fabric, 3's yards, 45" wide @ \$2.00 per yd. 6.25 Findings 2.25 89.00 Page 42 Butterfly Sheath Pattern 2800 \$.50 Fabric, 3's yards, 5'' wide @ \$2.00 per yd. 6.25 Findings 2.75 89.50 Page 43 Flounced Slink Pattern 2760 \$.50 Fabric, 4's yards, 36" wide @ \$1.39 per yd. 5.73 Findings 7.77 | | | 1.68 |
| Findings 2.3 Page 41 Tunic Jumper Pattern 2829 \$.56 Fabric, 3's yards, 36" wide @ \$1.29 per yd | Fabric for tunic, 1½ yards | 6, | |
| S7.50 | 45" wide @ \$1.98 per yd | | 2.97 |
| Page 41 Tunic Jumper Pattern 2829 | Findings | | 2.35 |
| Tunic Jumper Pattern 2829 \$.56 Fabric, 3's yards, 36" wide @ \$1.29 per yd. 4.66 Findings 1.43 86.66 Page \$2 Split-Level Sheath Pattern 2798 \$.56 Fabric, 3's yards, 45" wide @ \$2.00 per yd. 6.25 Findings 2.25 89.00 Page \$2 Butterfly Sheath Pattern 2800 \$.50 Fabric, 3's yards, 5' wide @ \$2.00 per yd. 6.25 Findings 2.75 \$9.50 Page \$3 Flounced Slink Pattern 2760 \$.50 Fabric, 4's yards, 36" wide @ \$1.39 per yd. 5.73 Findings 7.77 | | 87 | 7.50 |
| Tunic Jumper Pattern 2829 \$.56 Fabric, 3's yards, 36" wide @ \$1.29 per yd. 4.66 Findings 1.43 86.66 Page \$2 Split-Level Sheath Pattern 2798 \$.56 Fabric, 3's yards, 45" wide @ \$2.00 per yd. 6.25 Findings 2.25 89.00 Page \$2 Butterfly Sheath Pattern 2800 \$.50 Fabric, 3's yards, 5' wide @ \$2.00 per yd. 6.25 Findings 2.75 \$9.50 Page \$3 Flounced Slink Pattern 2760 \$.50 Fabric, 4's yards, 36" wide @ \$1.39 per yd. 5.73 Findings 7.77 | Page 41 | | |
| Pattern 2829 \$.50 Fabric, 3's yards, 36" wide @ \$1.29 per yd 4.60 Findings 1.4: \$6.66 Page 42 Split-Level Sheath Pattern 2798 \$.50 Fabric, 3's yards, 45" wide @ \$2.00 per yd 6.25 Findings 2.25 89.00 Page 42 Butterfly Sheath Pattern 2800 \$.50 Fabric, 3's yards, 45" wide @ \$2.00 per yd 6.25 Findings 2.75 \$9.50 Page 43 Flounced Slink Pattern 2760 \$.50 Fabric, 4's yards, 36" wide @ \$1.39 per yd 5.73 Findings 77 | Tunic lumper | | |
| Fabric, 3 's yards, 36" wide @ \$1.29 per yd | Pattern 2829 | 8 | .50 |
| 36" wide @ \$1.29 per yd. 4.66 Findings | Fabric, 3's vards, | | |
| Findings 1.4: 86.66 Page 12 Split-Level Sheath Pattern 2798 \$.50 Fabric, 3¹n yards, 45² wide @ \$2.00 per yd. 6.25 Findings 2.25 89.00 Page 42 Butterfly Sheath Pattern 2800 \$.50 Fabric, 3¹n yards, 15² wide @ \$2.00 per yd. 6.25 Findings 2.75 \$9.50 Page 43 Flounced Slink Pattern 2760 \$.50 Fabric, 4¹n yards, 36″ wide @ \$1.39 per yd. 5.73 Findings .77 | 36" wide @ \$1.29 per yd | | 4.68 |
| Page 42 Split-Level Sheath Pattern 2798 \$.50 Fabric, 31n yards, 45" wide @ \$2.00 per yd 6.25 Findings 2.23 89.00 Page 42 Butterfly Sheath Pattern 2800 \$.50 Fabric, 31n yards, 15" wide @ \$2.00 per yd 6.25 Findings 2.75 89.50 Page 43 Flounced Slink Pattern 2760 \$.50 Fabric, 41n yards, 36" wide @ \$1.39 per yd 5.73 Findings 7.77 | Findings | | 1.42 |
| Page 42 Split-Level Sheath Pattern 2798 \$.50 Fabric, 31n yards, 45" wide @ \$2.00 per yd 6.25 Findings 2.23 89.00 Page 42 Butterfly Sheath Pattern 2800 \$.50 Fabric, 31n yards, 15" wide @ \$2.00 per yd 6.25 Findings 2.75 89.50 Page 43 Flounced Slink Pattern 2760 \$.50 Fabric, 41n yards, 36" wide @ \$1.39 per yd 5.73 Findings 7.77 | | 86 | .60 |
| Split-Level Sheath | Page 12 | - | ,,,,, |
| Fabric, 3¹n yards, 45" wide @ \$2.00 per yd | Split-Level Sheath | | |
| Fabric, 3¹n yards, 45" wide @ \$2.00 per yd | Pattern 2798 | .8 | .50 |
| 45" wide @ \$2.00 per yd. 6.25 Findings 2.23 89.00 Page 42 Butterfly Sheath Pattern 2800 \$.50 Fabric, 3\squares, 45" wide @ \$2.00 per yd. 6.25 Findings 2.75 89.50 Page 43 Flounced Slink Pattern 2760 \$.50 Fabric, 4\squares, 45" syards, 50" wide @ \$1.39 per yd. 5.73 Findings 7.77 | ** * * * * * * | | |
| Findings 2.25 89.00 Page 42 Butterfly Sheath Pattern 2800 \$.50 Fabric, 3 ¹ a yards, 55° wide @ \$2.00 per yd. 6.25 Findings 2.75 89.50 Page 43 Flounced Slink Pattern 2760 \$.50 Fabric, 4 ¹ a yards, 36° wide @ \$1.39 per yd. 5.73 Findings .77 | 45" wide @ \$2.00 per vd | (| 6.25 |
| Page 42 Butterfly Sheath Pattern 2800 \$.50 Fabric, 3'n yards, 15' wide @ \$2.00 per yd 6.25 Findings 2.75 89.50 Page 43 Flounced Slink Pattern 2760 \$.50 Fabric, 4'n yards, 36' wide @ \$1.39 per yd 5.73 Findings 77 | Findings | | 2.25 |
| Page 42 Butterfly Sheath Pattern 2800 \$.50 Fabric, 3's yards, 45" wide @ \$2.00 per yd. 6.25 Findings 2.75 \$9.50 Page 43 Flounced Slink Pattern 2760 \$.50 Fabric, 4's yards, 36" wide @ \$1.39 per yd. 5.73 Findings .77 | - | 00 | 00 |
| Butterfly Sheath Pattern 2800 \$.50 Fabric, 3½ yards, 45″ wide @ \$2.00 per yd. 6.25 Findings 2.75 \$9.50 Page 43 Flounced Slink Pattern 2760 \$.50 Fabric, 4½ yards, 36″ wide @ \$1.39 per yd. 5.73 Findings 7.77 \$.7 | | 23 | .00 |
| Pattern 2800 \$.50 Fabric, 31s yards, 15" wide @ \$2.00 per yd 6.25 Findings 2.75 89.50 Page 43 Flounced Slink Pattern 2760 \$.50 Fabric, 41s yards, 36" wide @ \$1.39 per yd 5.73 Findings 77 | D O CL .1 | | |
| Fabric, 3 ¹ s yards, 15" wide @ \$2.00 per yd | Datterny Sneath | | 50 |
| 15" wide @ \$2.00 per yd. 6.25 Findings 2.75 \$9.50 Page 43 Flounced Slink Pattern 2760 \$.50 Fabric, 4\squares, 36" wide @ \$1.39 per yd. 5.73 Findings .77 | Fabric 31 wards | 0 | .30 |
| Findings 2.75 \$9.50 Page 43 Flounced Slink Pattern 2760 \$ 50 Fabric, 4 ¹ n yards, 36" wide @ \$1.39 per yd 5.73 Findings | 15" mide @ \$2.00 per ud | | 6.25 |
| Page 43 Flounced Slink Pattern 2760 \$.50 Fabric, 4 ¹ s yards, 36" wide @ \$1.39 per yd 5.73 Findings | Findings | | 75 |
| Page 43 Flounced Slink Pattern 2760 \$.50 Fabric, 41s yards, 36" wide @ \$1.39 per yd 5.73 Findings .77 | rindings | 10 4 | 6.10 |
| Flounced Slink Pattern 2760 | | \$9 | .50 |
| Pattern 2760 | | | |
| Fabric, 41s yards, 36" wide @ \$1.39 per yd 5.73 Findings | Flounced Slink | | |
| 36" wide @ \$1.39 per yd 5.73 Findings | Pattern 2760 | .8 | .50 |
| Findings | Fabric, 41n yards, | | |
| | 36" wide @ \$1.39 per yd | . 3 | .73 |
| 87.00 | Findings | | .77 |
| | | 87. | .00 |
| | | | |

Jaunty look

| Page 41 | |
|--|--------|
| Drawstring Shirt, Slim Sl | kirt |
| Pattern 2896 | \$.50 |
| Fabric, 41s yards, | |
| 36" wide @ \$1.00 per yd | |
| Findings | 2.18 |
| _ | \$6.80 |
| Page 11 | |
| Box Top, Pleated Skirt | |
| Pattern 2836 | \$.50 |
| Fabric, 43n yards, | |
| 36" wide @ \$1.00 per yd | 4.38 |
| Findings | 2.62 |
| | 87.50 |
| Page 15 | |
| Braided Blazer Suit | |
| Pattern 2872 | 8 .60 |
| Fabric for jacket, 25 yards. | |
| 36" wide @ \$1.00 per yd | 2.63 |
| Fabric for skirt, 3 yards, | |
| 36" wide @ \$1.00 per yd | 3.00 |
| Findings | 3.57 |
| - | 89.80 |
| Page 46 | |
| High-Buckled Shirtdress | |
| Pattern 2879 | .50 |
| Fabric, 4 yards, | |
| 45" wide @ \$1.98 per yd Findings | 7.92 |
| Findings | 1.58 |
| 81 | 0.00 |
| Page 46 | |
| Pleated Bow-Catcher | |
| Pattern 2765 | .50 |
| Fabric, 5 yards, | |
| 15" wide @ \$1.98 per yd | 9.90 |
| Findings | |
| To all the same of | 2.00 |
| Page 47 | 2100 |
| Beautiful Bubble | |
| Pattern 2796 | .50 |
| Fabric, 53s yards, | |
| 36" wide @ 98° per yd | 5.27 |
| Findings | |
| | 8.30 |
| 9 | 0.00 |

An itemized breakdown of the costs of the fashions featured on the cover and pages 36 through 51 is listed above. Yardage requirements for misses' and women's sizes are based on size 14; for half sizes, 14½. Under "findings" we've included interfacing and trimmings as well as thread, buttons, zippers and self-belts. All prices quoted are approximate and based on information available at press time.

Summing up the tricks of my trade



Elegant look

| Page 48 | |
|---|-------|
| Nonchalant Suit Pattern 2853 | |
| Fabric for suit, 23 yards, | 00. |
| 54" wide @ \$7.95 per vd | 18.87 |
| Fabric for blouse, 11 yards, 36" wide @ \$3.00 per yd | 3.75 |
| Lining for jacket, 1% yards, | 3,00 |
| 36" wide @ 98¢ per yd | 1.59 |
| Findings | 2.39 |
| | 27.20 |
| Page 48 | |
| Urbane Ensemble | |
| Urbane Ensemble Pattern 2846 | .60 |
| Fabric, 3% yards, | |
| 51" wide @ \$7.05 per vd | 26.83 |
| Lining for jacket, 112 yards, 39" wide @ 98° per yd Findings | |
| 39" wide @ 98¢ per yd | 1.47 |
| Findings | 3.40 |
| 83 | 2.30 |
| Page 49 | |
| Luxurious Cont | |
| Pattern 2849 | .50 |
| Fabric, 31s yards, | |
| 54" wide @ \$8.95 per yd Lining, 31% yards, | |
| 39" wide @ \$1.39 per yd | 4.69 |
| 39" wide @ \$1.39 per yd Findings | 2.64 |
| 83 | 5.80 |
| Page 50 | 0.00 |
| First Empire | |
| Pattern 2875 | .00 |
| Fabric, 4½ yards, 45" wide @ \$1.98 per yd | 9.01 |
| 45" wide @ \$1.98 per yd Lining for jacket, 1½ yards, 39" wide @ 98¢ per yd | 0.91 |
| 39" wide @ 98¢ per vd | 1.46 |
| 39" wide @ 98¢ per yd Findings | 1.43 |
| | 2.40 |
| Page 50 | 2.40 |
| e | |
| Pattern 2848\$ | .50 |
| Fabric, 41/2 yards. | 1.50 |
| 45" wide @ \$1.98 per vd | 8.91 |
| Lining for jacket, 13 yards, | |
| Lining for jacket, 1% yards, 39" wide @ 98¢ per yd Findings | 1.35 |
| Findings | 1.84 |
| 81 | 2.60 |
| Page 51 | |
| Polished Classic | |
| Pattern 2851\$ | .40 |
| Fabric, 3½ yards, 45" wide @ \$2.00 per yd | |
| 45" wide @ \$2.00 per yd | 7.00 |
| Findings | |
| Page 51 | 9.60 |
| Canadal Classia | |
| Pattern 2906\$ | .50 |
| Fabric, 41/2 yards, | |
| 45" wide @ \$2.00 per yd | 9.00 |
| Findings | 2.00 |

\$11.50

Experts like our Educational Director, Lucille Rea, know that professional-looking clothes are usually the result of paying close attention to those extremely important small details—the set of a sleeve or the turn of a collar—and taking full advantage of all the helps Simplicity has built right into your patterns. She makes four suggestions that are especially applicable to the exciting new fashions you have just seen on pages 36.51.

1. Setting in sleeves

If you're making any of the styles with set-in sleeves (2844, 2872, 2896, 2879, 2853, 2906), you'll find that Simplicity Patterns have some helps printed on them that work like magic.

First, note the arrow at the top of the sleeve pattern. This shows the exact spot of the sleeve that should be matched with the garment's shoulder line. When you are cutting out the sleeve and come to this arrow, cut a notch outward; then when you put the sleeve into the armhole, match and pin this notch to the shoulder seam.

Now to make the sleeve-top "ease" easier to handle and to distribute correctly. Simplicity gives you two other matching points. Midway between the notches and the top of the sleeve is a dot—both back and front. On the armhole seam line are similar dots. Be sure to mark all four dots on the fabric after cutting out the garment. When putting in the sleeve, pin the sleeve dots to the garment dots before pulling up the ease threads. This keeps the proper amount of ease distributed in the areas above and below the dots.

2. Fitting collar to neckline

Again it's the dots that give you the clue — dots on the collar pattern between center front and center back. Transfer the marking to the fabric, of course, and then match the dots with the shoulder seams when you pin on the collar. Be accurate about this and you'll have a much better-looking, better-fitting collar when you make styles like 2798, 2896, and 2836 shown on pages 42 and 44.

3. Fitting a shawl collar

Lots of women making garments with shawl collars (2872, 2846, 2851 on pages 45, 48, and 51) ask us why their collars don't fit nicely. Usually we find it's because they haven't clipped deeply enough at the point where the shoulder seam meets the collar. There's a little jog in your pattern at that spot, and you must clip all the way in to the corner. But before you clip, strengthen the corner with reinforcing stitching. Start stitching on the seam line about 1" from the corner and stitch to about 1" beyond the corner on the other side. Use about 20 stitches to the inch. Then you can clip safely all the way.

4. Fitting a low neckline

If you've decided on a low-necked style like 2897 (page 37), 2829 (page 41), or 2796 (page 47), don't be alarmed if you find the pattern for the neckline facing is slightly smaller than the neckline itself. It's meant to be that way, and you ease in the neckline to the facing. This holds the neckline snug and flat against your body.





Pop-overs

Three new coat-withdress ideas to start you off now, see you through summer

Patch-pocket coat, bound in the Chanel way, slips into spring over its own little dress. (Is just as likely with other sheaths or with slim skirts and blouses.)
Coat in plain "Hopsacking", a crease-resistant, easy-care cotton by Ameritex.
Simple-to-make 2871, sizes 10-18, 60¢.

2871

These fashions feature: bone buttons by B.G.E. Originales. Interlon interfacing; Coats & Clark's zipper. Backviews, page 92. Yardages, page 94. Accessories, page 96.
All Simplicity Patterns are printed.

Tip-tops

These blouses were chosen because they have star qualities. They're fine in support of your new spring suit. but far too important to hide for very long beneath a jacket.

- 1 2773 Three bows and no sleeves on a top that tips the waist. In William Skinner's "Katonah", a silk Doupioni, Sizes 10-18, 40c.
- 2 2894 Top of the afternoon with elasticized waist and middy neckline. In a wild-rose printed pure silk broadcloth by Belding Corticelli. Sizes 12-20, 40c.
- 3 2893 Overblousing top, twoway striped in A. P. Silk's pure silk "Segreta Print". Sizes 10-18, 40 c.
- 4. 2735 Simple-to-make top, gathered to a band, and collared ever so flatteringly around an oval neckline. "Sandhurst", a crease-resistant linen print by Moygashel, Sizes 12-42, 40c.

These fashions feature: Interlon interfacing in collars and waistbands; buttons by La Mode. Backviews, page 92. Yardages, page 94. Accessories, page 96. All Simplicity Patterns are printed.





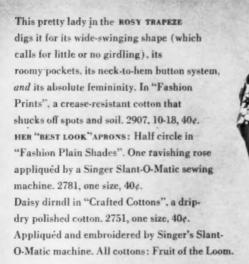


Four more tips on tops





- 2831
- 5 2831 Simple-to-make button-up blouson with boat neck, Sizes 11-18, 40c.
- 6 2774 Jewel-neckline overblouse with a bow to sign off. Sizes 12-20, 40c.
- 7 2733 Drawstring shirt with roll-up sleeves and back pleat. Sizes 10-18, 40¢.
- 8 2062 Pretty little scoop, collared wide and handsome. Sizes 12-20, 40¢.



Household pet

designed for the flowery-minded dress enthusiasts



2781









Five top fashion ideas on Maternity leave

Today she expects variety, color, and real fashion in her wardrobe. As the French say, she's in an "interesting condition", and interesting is the way she'll look in these new (not too maternal) designs and easy-care fabrics. Above, left: 2825-Simple-tomake dress, lightly shaped from two front seams. Riegel's Sanforized "Ship-Ahoy" cotton with Everglaze "Minicare" finish. Sizes 11-18, 50c. First-born's dress and "ducky" smock, also Riegel. 2667, sizes ½-4, 40¢. Below, left: 2664 - Button-down jumper in wash-and-wear "Sangaree", an Orlon-and-Corval blend by Milliken. Sizes 10-18, 50c. Silk shirt by American Silk Mills. 2562. sizes 11-18. 50c. Right: 2824 - Beribboned empire dress in a pretty flower arrangement. Crompton-Richmond's drip-dry "Charmed Cotton". Sizes 11-18, 50c.

> These fashions feature: self buttons by E.Z. Buckle; super-soft Siri lining, Backvieus, page 92. Yardages, page 94. Accessories, page 96. All Simplicity Patterns are printed.





Maternity leave

Above, left: 2704 - Pouffed overblouse (a new treatment of the smock) over its skinny, grow-alongwith-you skirt. In "Princess Royal O," a wash-and-wear blend of Orlon and spun Viscose. U.S. Royal fabric by William Simpson. Skirt has Talon's adjustable "Slide-Fit" closure. Sizes 11-18, 50¢. Below, left: 2891 - Social-minded dress scaling new empire heights. In the "no greater flattery" department: its contrast collar. Galey & Lord's "Shagbark" cotton by Burlington with supersoft Siri lining. Sizes 11-18, 50¢.

Baby arrives and finds mother has not been wasting time. He's off to a fine start in this embroidered christening dress.

Stoffel's Swiss batiste, "Suzanne", with venise lace trim... Also shown: slip and dress of the same batiste; bib in Stoffel's Swiss organdy; coat and bonnet in William Skinner's "Casino Crepe"; and sacque in "Eureka" printed flannelette by Cone Mills. Layette: 2823, one size, 50¢.

Several months later...



Laces by Jayholt-Barbizon. Embroidery done on Neccha's Supernova Ultra sewing machine. Backviews, page 92. Yardages, page 94. Accessories, page 96. All Simplicity Patterns are printed.

DOUBLE-STANDARD DRESS

Right: 2887—First part straight-cut, second part flare-cut. Top skims the waist, buttons for show in front, buttons for real in back. Of "Peekanel", a crease-resistant Arnel-and-cotton blend by Rosewood. Sizes 10-16, 50¢. P.S. A jewelled pin and a string of pearls by Ciner.



These fashions feature: buttons B.G.E. Originales; zippers by Coats & Clark; waistband stiffening (skirt) by Quick; Interlon interfacing Backviews, page 92. Yardages, page 94. Accessories, page 96. All Simplicity Patterns are printed.



Teen typecast

2888

Soft fashions for wide-eyed ingénues

THE FLOWER OF THE EMPIRE

Above, right: 2888 – A simple-to-make dress with scooped neckline, puffed sleeves, and naive ribbon belt (worn high and allowed to trail off into space).

Berkshire Hathaway's "Petticare" print, a "Self-Controlled" wash-and-wear cotton. Sizes 10-16, 40¢.

P.S. A satin mad-money bag she can "chain" to her wrist. From M&M.

A NEW LINE ON THE JUMPER

Right: 2724-The empire line. In "Wash-O-Matic" rayon. Soft, sentimental blouse in "Dobby Chrome" cotton. Both machine-washables by Weil & Schoenfeld. Sizes 11-18, 50¢. P.S. True-heart gold earrings by Ciner.



Teen typecast

Saucy fashions for happygo-lucky gamines

THE SHAPELY SHEATH

Above, left: 2838—A simple-to-make, simple-to-accessorize dress that can be belted anywhere along the way. In Travis's "Raleigh" of Du Pont Dacron and flax. Sizes 10-16, 40c.
P.S. Empire converter, a calf contour belt with Velcro closing, Calderon.

THE TWO-IN-ONE DRESS

Left: 2810 – Looks like a two-piecer, but sews all in one. Top blouses to a band, skirt takes the straight and narrow. In "Lin Mesh", a wrinkle-resistant cotton check by Logantex. "Cyana Super-Set" finish. Sizes 10-16, 50¢.

P.S. To pinpoint a collar, Ciner's oval of turquoises set in gold.





TUBE WITH A BOUNCY FLOUNCE
Left: 2770—Simple-to-make flapper
dress with dip-back roll collar
proceeds straight to the hipline,
then flips its flounce. "Chromspun
Deluxe", a chromspun acetate by
H. Bates. Sizes 10-16, 50¢.
P.S. Butter-soft, cut-out pump
with a perky bow. From Pappagallo.

MARIA AGUILERA

These fashions feature: Pellon interfacing; Coats & Clark's zippers; buttons by B.G.E. Originales. Backviews, page 92. Yardages, page 94. Accessories, page 96. All Simplicity Patterns are printed.

Fashion and beauty tricks for Teens







GRETCHEN, THE SWEET INGENUE TYPE, wears her hair long, polishes it like mad (100 strokes per night, brushing hard from the scalp), turns it up into a loose pageboy or gives it free rein.

Gretchen's sold on the one-fragrance-at-a-time idea: loves soaps and dusting powders that pick up the scent of her favorite toilet water and always pours a few drops of "matching" oil into her bath. Mary Chess's "Week-Ender" contains all these sweet-smelling things in one box — and the fragrance for Gretchen is "Strategy".

Gretchen peps up her simple suit and dresses with small, inexpensive additions: a lace-frilled dickey and two collars — one circled twice in heavy venise lace, the other a pert double-decker. All from pattern 2779, one size, 50¢.

NINA, THE GAMINE TYPE, likes short hair with just enough body to make it manageable ("not really curly"). Her solution: a "Bobbi" Pin Curl Permanent with three kinds of curlers for different degrees of gentleness.

Nina's skin is untroubled today, but wasn't always. Chocolates, peanuts, and fried clams went right to her face in angry bumps. Six months ago, declaring a boycott on sweets, nuts, and greasy foods, she launched her "clean-up". Methods: a creamy masque to remove pore-clogging oil and check skin bacteria; a toner to stimulate; a medicated lotion to dry, heal, and hide acne. All in Tussy's "Medicare" kit.

Nina gets extra mileage from what she has in her closet with sashes that artificially raise or lower the waist of any sheath or chemise (i.e., the "shapely sheath" on page 70) and a bowband to wear on or back of her bangs as a demi-hat. All from 2779, one size, 50¢.

Yardages, page 94.







PHOTOGRAPHED IN COLOR: 2902—An apron dress with crisp collar and cuffs. Dress in "Bountiful". Plaid button-on apron, a "Designer Cotton". Both "Wrinkl-Shed, Dri-Don"-finished fabrics by Dan River, Buttons by B.G.E. Originales. Sizes 1-6, 40¢. TOTAL TO MAKE: ABOUT \$5.30.

Backviews, page 98. Yardages, page 100. All Simplicity Patterns are printed.

BEN SOMOROFF

Children

Patterns for the first dozen years

new clothes plans for your girls & boys

Abby, age 5, likes a change of waistline

Four dresses and an ensemble show how waistlines may be raised or lowered to suit little girls who wear SIZES 1-6.
Favorite color: blue (Abby wants a whole wardrobe of it).
All fabrics are Dan River "Wrinkl-Shed" cottons. Care-free dresses have "Dri-Don" finish.

- 1 In Color: 2863—Keeping up with the empire, a high-banded coat of "Dan Royal" pinwale corduroy. Underlying flapper dress in striped "Rivermist." Pattern: 50¢. TOTAL TO MAKE: ABOUT \$8.90
- 2 2788-Simple-to-make party dress with skirt taking off from a low, woven-ribbon sash, slip following line for line.

 In tissue gingham. Pattern: 50¢.

 TOTAL TO MAKE: ABOUT \$6.50
- 3 2821-Empire dress in "Virginia Checks." Pattern: 50¢.
 TOTAL TO MAKE: ABOUT \$3.40
- 4 2865-Sleeveless dress with pleated skirt in "Rivermist"; pertly bowed overblouse in "Bountiful." Pattern: 40¢.
- 5 2715-Pleated shirtdress in "Bountiful." Pattern: 40¢.
 TOTAL TO MAKE: ABOUT \$4.30

These fushions feature: self belt by Bac-A-Brand; buttons by La Mode. Backviews, page 96. Yardages, page 100. Accessories, page 96. All Simplicity Patterns are printed.





Beth, age 9,
thinks clothes
should be
practical

She demands the kind of styles her friends are wearing and fabrics conditioned to serve her best interests. Scaled to SIZES 7-14, the clothes shown here fill any big-girl's bill by looking pretty and acting practical. Fabrics are drip-dry crease-resistant cottons by Ely & Walker, Patterns: 50¢ each.

- 1 In Color: 2786 Simple-tomake jumper with lofty empire waist in "Ship & Sail". Its lantern-sleeve blouse in "Leisure Lady". Both have Irono finish. TOTAL TO MAKE: ABOUT \$5.30
- 2 2861 Young coat on the rise in "Continental Cord".

 TOTAL TO MAKE COAT PLUS DRESS (5): ABOUT \$12.20
- 3 2712 Action-set field jacket over a flared skirt. In plain and checked "Rippleset".

 TOTAL TO MAKE: ABOUT \$5.40
- 4 2904 Dress in "Rippleset".
 Waist on the up and up,
 skirt in a whirl of pleats.
 TOTAL TO MAKE: ABOUT \$4.80
- 5 2861 Flowering empire, bound and bowed. A "Rippleset" print.
 TOTAL TO MAKE DRESS PLUS
 COAT (2): ABOUT \$12.20
 All clothes shown on page 77
 have an Everglaze finish.

These fushions feature: La Mode buttons; Interlon interfacing. Backviews, page 98. Yardages, page 100. Accessories, page 96. All Simplicity Patterns are printed.

2786

BEN SOMOROFF





Cindy,
age 12,
wants to dress
like a real
young lady

She's at that "certain" age: has strong ideas on fashion, is dead set against "little girl" dresses, and demands all the newest shapes. This wardrobe reflects her point of view in SUB-TEEN SIZES 8-14.

All are in crease-resistant cottons by Fuller. Each pattern costs 50¢.

- 1 In Color: 2890 Party-bound dress with wide skirt billowed from a slightly uppity waist.

 Crease-resistant "Candora Decor," a cotton and Cupioni print.

 (Brief jacket not shown.)

 TOTAL TO MAKE: ABOUT \$8.00
- 2 2857-T-shaped empire in noiron "Fullertone" crinkle cotton. TOTAL TO MAKE DRESS PLUS COAT (3): ABOUT \$13.50
- 3 2857-Empire-minded coat with bracelet-length sleeves.
 "Dip 'N Dry"-finished "Sailtone."
 TOTAL TO MAKE COAT PLUS DRESS (2): ABOUT \$13.50
- 4 2889-Waist-deep, buttonback jacket over a sleeveless sheath. In vat-dyed "Sportone" with "Dip 'N Dry" finish. TOTAL TO MAKE: ABOUT \$7.50
- 5 2752 Demurest dress under the empire. Fresh white accents, full back pleat. In "Nancona" with "Dip 'N Dry" finish.

 TOTAL TO MAKE: ABOUT \$5.90

These fashions feature: buttons by Costumakers; Talon "Magic-Zip" zippers; Pellon interfucing. Backviews, page 98. Yardages, page 100. Accessories, page 96. All Simplicity Patterns are printed.







Dan,
age 10,
wants to
live like
a sport

He goes for plaids or checks but feels out of character in a white shirt. He likes a cardigan with his school letter, and says if he has to wear a jacket, make it a sport jacket.

- 1 In Color: 2866 His kind of sweater—all-fired red with a big Y neckline. Acrilan jersey by Heller. Letter and trim cut from washable felt. Sizes 4-14, 40¢.

 TOTAL TO MAKE: ABOUT \$4.00
- 2 2783-His kind of button-down shirt-all checked in Perma-Pressed, vat-dyed cotton by Avondale. Sizes 4-14, 40¢.

 TOTAL TO MAKE: ABOUT \$3.00
- 3 2356-His kind of heavy action clothes: long-sleeved shirt in "Tarpoon" plaid with wash-andwear finish; pants in "Kayak".

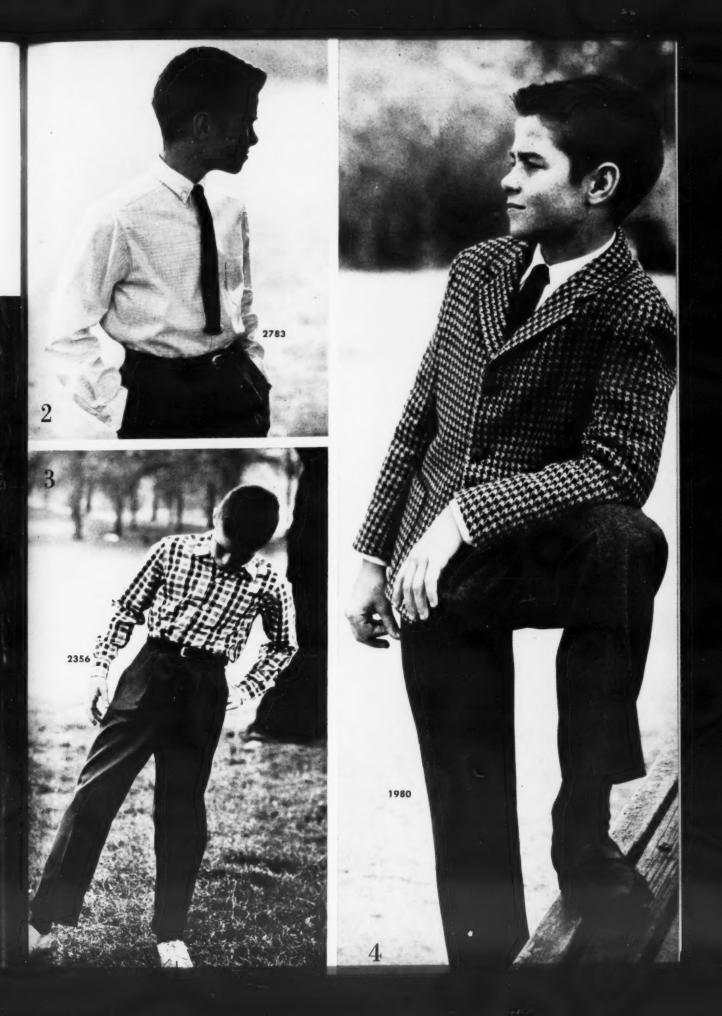
 Both Galey & Lord cottons by Burlington. Sizes 4-12, 50¢.

 TOTAL TO MAKE: ABOUT \$8.50
- 4 1980-His kind of "dressing up" for stadium or coke bars—a snazzy 3-button jacket in "Malibu" checks; pants in "Wash-a-Flan" with "Dylanize" finish. Both Lebanon wool-and-nylon blends. Sizes 2-10, 50¢.

 TOTAL TO MAKE: ABOUT \$12.00

These fashions feature: buttons by Costumakers; washable acetate twill lining by Earl-Glo; Pellon interfacing; Talon zippers. All Simplicity Patterns are printed.







Eric, age 6,
prides himself
on a shipshape
wardrobe

He thinks skippers should live in breezy shirts and sweaters, but will switch to buttondowns and grey flannel suits on occasion (like Sundays). Everything is sea (and soap) worthy. Shirts require little or no ironing.

- 1 2866 Sporty cardigan flying American flag colors. In Heller jersey of 100% Acrilan by William Heller. Sizes 4-14, 40¢.
- 2 2212 Ivy league shirt in pin-striped, drip-dry cotton by William Lind. Sizes 4-16, 40¢. TOTAL TO MAKE: ABOUT \$2.30
- 3 2211 Rough 'n ready shirt: vatdyed "Reevecord". Pants with stretch waist: "Reevesheen". Both by Reeves. Sizes 2-8, 50¢. TOTAL TO MAKE: ABOUT \$7.00
- 4 1019 Sunday-best suit with cardigan jacket. Wool-and-nylon "WashaFlan" by Lebanon with "Dylanize" finish for washability. Sizes 2-8, 40¢.

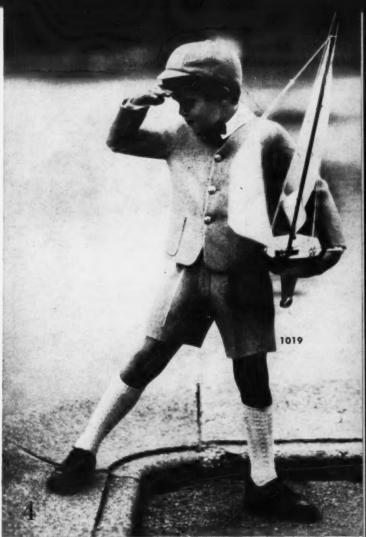
 TOTAL TO MAKE: ABOUT \$11.50
- 5 2212 Sportsman's shirt with convertible collar. "Loni"finished "Reevecord" cotton by Reeves. Sizes 4-16, 40¢. TOTAL TO MAKE: ABOUT \$3.00

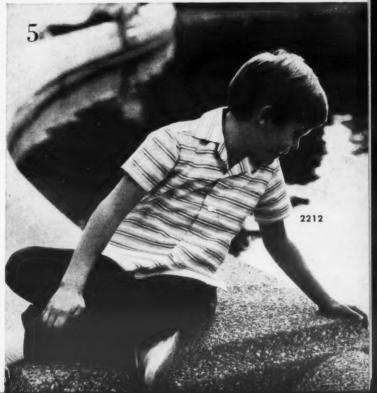
These fashions feature: buttons by Costumakers; Formite interfacing; tri-color "Ri-Trim" braid by Riback. Backviews, page 98. Yardages, page 100. Accessories, page 96. All Simplicity Patterns are printed.



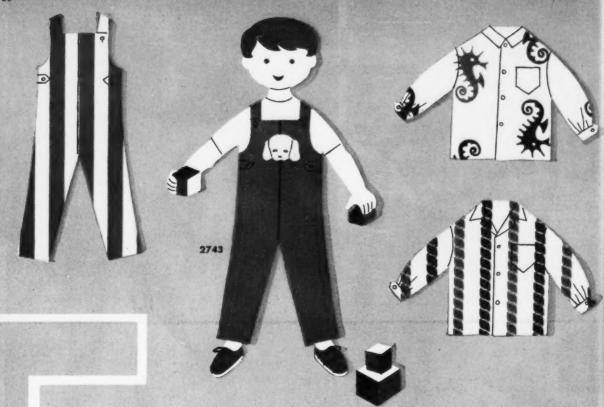










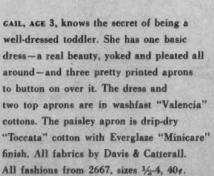


FRANKIE AND FRANCIE, TWINS, AGE 2, get a lot of play from just one pattern envelope. What's in it for them? Side-belted overalls with cut-in-one front, a long-sleeved shirt, a button-back top with plenty of pocket room. Frankie thinks sea horses are great, takes his stripes plain and twisted. Francie likes the hoopla of polka dots, the femininity of flowers. All in Sanforized "Ship Ahoy" cottons by Riegel with Everglaze "Minicare" finish. All from 2743, sizes ½-3, 50¢. Transfer included.



Mix-ups and match-ups for toddlers





Gripper Snapper Fasteners by Scovill used on overalls. Backviews, page 98. Yardages, page 100. All Simplicity Patterns are printed.

ALICE GOLDEN

Double Takes: Line-for-line, fabric-for-fabric copies in 3 big-and-little silhouettes





Above, left: Two for dress-length shirts, tabbed from their button-down collars. In "Mignonne Chambray", a "Perma-Pressed", "Wash-'N-Wear" cotton by Avondale. 2746, sizes 11-18, 50¢. 2676, sizes 7-14, 40¢. Above, right: Two for belts that rest on the hipline and lead to wider skirts. In "Caprice Plaid", a "Wrinkl-Shed" cotton by Dan River. 2859, sizes 7-14, 40¢. 2721, sizes 11-18, 50¢.

Opposite: Two for the empire, and raising the standards of waistline. Skirts have a nice flare and a bowed band circling high and low. In "Woven Treasures", a Sanforized, crease-resistant "Rinse 'N Dry" cotton by Logantex. 2818, sizes 7-14, 50¢. 2792, sizes 11-18, 50¢.

Backviews, page 98. Yardages, page 100. All Simplicity Patterns are printed.





Three on a Blazer

Three-of-a-kind jackets for at-home business or stylish loafing. All have three-button closings and practical big patch pockets. *Mother's* is made with side vents (and Bermuda shorts are included in the pattern): 1695, sizes 11-18, 50¢. *Junior's* also comes with a pair of Bermudas: 1980, sizes 2-10, 50¢. *Dad's* has an additional breast pocket and sleeves that gather to buttoned cuffs: 2782, in small, medium, large, and extra large sizes, 50¢.



Tri-Checked Cardigans Sleeveless cardigans cut the Perry Como way. They all have deep V necks, can be bound around in felt, ribbon, or braid, are buttoned low in triplicate, and look très gai in checks. *Junior's:* 2866, sizes 4-14, 40¢. His shirt: 4100, sizes 4-16, 40¢. *Mother's* cardigan (plus blouse and slim skirt): 2854, sizes 11-18, 50¢. *Dad's* cardigan: 2855, sizes 34-44, 50¢. His short-sleeved sport shirt: 1025, in small, medium, large and extra large sizes, 40¢.

Summing Up Children's Fashions

An itemized breakdown of the costs of the clothes featured on pages 69 through 79 is listed below. Under findings we've included interfacing and trimmings, as well as thread, buttons, zippers and self belts. All prices quoted are approximate and based on information available at press time.

Abby's Wardrobe

| Based on Size 5 | |
|---|------|
| Page 69-Cover Pattern 2902 | 40 |
| Fabric for dress, 21/4 yards, | |
| 36" wide @ 98¢ per yd | 2.21 |
| Fabric for apron, collar | |
| and cuffs, | |
| 1% yards, 36" wide | |
| @ \$1.19 | 1.64 |
| Findings | 1.05 |
| 8 | 5.30 |
| Page 70-1 | |
| Pattern 2863\$ | .50 |
| Fabric for dress, 2 yards, | |
| 36" wide @ 98¢ per yd Fabric for coat, 2½ yards, | 1.96 |
| Fabric for coat, 21/2 yards, | |
| 36" wide @ \$1.29 per yd | 3.23 |
| Lining for coat, 1% yards, | |
| 36" wide @ 98¢ per yd | 1.59 |
| Findings | |
| * | 8.90 |
| Page 71-2 | 50 |
| Pattern 2788\$ | .50 |
| Fabric, 1% yards. | 1.01 |
| 36" wide @ 98¢ per yd | 1.04 |
| Findings | |
| | 5.50 |
| Page 71-3 Pattern 2821\$ | 50 |
| | .50 |
| Fabric, 2 yards, 36" wide @ 98¢ per yd | 1.06 |
| Findings | 0.1 |
| | |
| | 3.40 |
| Page 71-4 Pattern 2865\$ | 40 |
| Pattern 2005 | .40 |
| Fabric for dress, 21/4 yards, 36" wide @ 98¢ per yd | 2 21 |
| Fabric for overblouse, 4 yd. | 6.61 |
| 36" wide @ 98¢ per yd | 7.1 |
| Findings | 1.15 |
| | .50 |
| | |
| Page 71-5 Pattern 2715\$ | 40 |
| Fabric, 21/4 yards, | .40 |
| 36" wide @ 98¢ per yd | 2 21 |
| Findings | |
| | 0.0 |

\$4.30

Beth's Wardrobe

Based on Size 8

| Page 72-1 | |
|-------------------------------|------|
| Pattern 2786\$ | .50 |
| Fabric for jumper, 2 yards, | |
| 36" wide @ \$1.00 per yd | 2.00 |
| Fabric for biouse, 1% yards, | |
| 36" wide @ 79¢ per yd | 1.28 |
| Findings | 1.52 |
| 8: | 5.30 |
| Page 73-2 and 5 | |
| Pattern 2861\$ | .50 |
| Fabric for dress, 31/4 yards, | |
| 36" wide @ \$1.00 per yd | 3.13 |
| Fabric for coat, 2% yards, | |
| 42" wide @ \$1.20 per yd | 3.45 |
| Lining for coat, 2 yards, | |
| 36" wide @ \$1.00 per yd | 2.00 |
| Findings | 3.12 |
| 812 | 2.20 |
| Page 73-3 | |
| Pattern 2712\$ | .50 |
| Fabric for blouse, 1% yards, | |
| | 1.63 |
| Fabric for skirt, 1% yards, | |
| | 1.38 |
| Findings | 1.89 |
| | .40 |
| Page 73-4 | |
| Pattern 2904\$ | 50 |
| Fabric, 21/2 yards, | .00 |
| 36" wide @ \$1.00 per yd | 2.50 |
| | 1.80 |
| | - |
| 84 | .80 |

Cindy's Wardrobe

Based on Size 12

| Page 74-1 | |
|------------------------------|------|
| Pattern 2890 | .50 |
| Fabric, 4 yards, | |
| 45" wide @ \$1.59 per yd | 6.36 |
| Findings | 1.14 |
| 5 | 8.00 |
| Page 75-2 and 3 | |
| Pattern 2857 | .50 |
| Fabric for coat, 41/2 yards, | |
| 36" wide @ \$1.19 per yd | 5.36 |
| Fabric for dress, 2% yards, | |
| 36" wide @ 69¢ per yd | 1.81 |
| Lining for coat, 31/4 yards, | |
| 36" wide @ 69¢ per yd | 2.24 |
| Findings | 3.59 |
| \$1 | 3.50 |
| Page 75-4 | |
| Pattern 2889\$ | .50 |
| Fabric, 3 yards, | |
| 45" wide @ \$1.69 per yd | 5.07 |
| Findings | 1.93 |
| 8 | 7.50 |
| Page 75-5 | |
| Pattern 2752\$ | .50 |
| Fabric, 3 yards, | |
| 42" wide @ \$1.29 per yd | 3.87 |
| ent to | 1.53 |
| Findings | |

Dan's Wardrobe

Based on Size 10

| Page 76-1 | |
|------------------------------|------|
| Pattern 2866\$ | .40 |
| Fabric, 11/4 yards, | |
| 54" wide @ \$1.98 per yd | 2.48 |
| Findings | 1.12 |
| 8 | 4.00 |
| Page 77-2 | |
| Pattern 2783\$ | .40 |
| Fabric, 1% yards, | |
| 45" wide @ \$1.00 per yd | 1.88 |
| Findings | .72 |
| 8 | 3.00 |
| Page 77-3 | |
| Pattern 2356\$ | .50 |
| Fabric for shirt, 1% yards, | |
| 45" wide @ \$2.00 per yd | 3.25 |
| Fabric for pants, 1% yards, | |
| | 3.38 |
| Findings | 1.37 |
| S | 8.50 |
| Page 77-4 | |
| Pattern 1980\$ | .50 |
| Fabric for jacket, 1% yards, | |
| 54" wide @ \$2.98 per yd | 4.10 |
| Fabric for pants, 1 yard, | |
| 54" wide @ \$4.98 per yd | 4.98 |
| Lining for jacket, 11/2 yds. | |
| 36" wide @ 48¢ per yd | |
| Findings | 1.70 |
| 813 | 2.00 |
| V | |

Eric's Wardrobe

| Basea on Size o | |
|------------------------------|------|
| Page 78-1 | |
| Pattern 2866\$ | 40 |
| Fabric, 1% yards, | .10 |
| 54" wide @ \$1.98 per yd | 2.72 |
| Findings | |
| | |
| - | 4.10 |
| Page 79—2 | |
| Pattern 2212\$ | .40 |
| Fabric, 11/2 yards, | |
| 36" wide @ 79¢ per yd | |
| Findings | .71 |
| 85 | 2.30 |
| Page 79-3 | |
| Pattern 2211\$ | .50 |
| Fabric for shirt, 1% yards, | |
| 36" wide @ \$1.98 per yd | 3.47 |
| Fabric for pants, 1% yards, | |
| 45" wide @ \$1.49 per yd | 2.05 |
| Findings | .98 |
| - | 7.00 |
| Page 79_4 | .00 |
| Pattern 1019\$ | 40 |
| Fabric, 1% yards, | .40 |
| 54" wide @ \$4.98 per yd | 0.71 |
| Lining for jacket, 1% yards, | 0.71 |
| 36" wide @ 48¢ per yd | 5.4 |
| | |
| Findings | |
| \$11 | .50 |
| Page 79-5 | |
| Pattern 22128 | .40 |
| Fabric, 1% yards, | |
| 36" wide @ \$1.69 per yd | |
| Findings | .49 |
| 83 | .00 |
| ** | - |

Fashion news in half sizes



2852 – Coat with flattering new cut of collar opened on softly blousing dress. Slenderette sizes 12½-22½, 60¢. 2806–Dress with high and mighty empire waist and skirt gently flared from it. Slenderette sizes 12½-22½, 50¢.



2807—Simple-to-make dress cut to keep the eye moving straight up and down. Slenderette sizes 12½-24½, 50¢. 2805—Slenderette dress with softening details—a back pleat, a continuous frame of collar. Sizes 14½-24½, 50¢.



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Fashion news in women's sizes



2843-Three-piece suit with jacket and blouse cropped at the newest length. In Slenderette sizes $12\text{-}40,\ 60\epsilon.$ 2801-Empire dress with self-minimizing surplice top, easy-to-wear gored skirt. Slenderette sizes $12\text{-}42,\ 50\epsilon.$



2804 — Slenderette basic open to scarves or any of the three collars included in the pattern. Sizes 12-46, 50¢. 2803 — A well-tailored classic with envelope pockets and nicely eased back. In Slenderette sizes 12-42, 50¢.

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How to give your clothes that "expensive" look



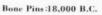
Backviews for styles shown on pages 36 through 67



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8,3

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Approximate yardages

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| NI. | D | C1 | | W 1 | 78 | . 1.1 |
|------|-------|---------|-------------------|-------|------|-------|
| | | Size | | Yard | | |
| 2062 | | | | | | 36' |
| 2529 | 59 | | | | 31/2 | 36" |
| 2562 | | 14 | | 2 | 21/4 | 45" |
| 2664 | 60 | 14 | | 5 | 1/8 | 36" |
| 2667 | 60 | 4 | · · · · · Dre |] | 1/2 | 36" |
| | | | Apr | ron 1 | 3/4 | 36" |
| 2704 | 62 | 14 | Blo | use 2 | 34 | 36" |
| | | | Ski | rt 2 | 5% | 36" |
| 2724 | 65 | 14 | Blou | se 2 | 1/8 | 36" |
| | | | Jum | per 3 | 98 | 36" |
| 2733 | 57 | 14 | | 2 | 1/4 | 36" |
| 2735 | 56 | 14 | | 2 | 1/8 | 36" |
| 2751 | 58,59 | 9 One | size | 1 | | 36" |
| 2760 | 43 | 14 | | 4 | 1/8 | 36" |
| 2765 | 46 | 14 | | 5 | | 45" |
| 2770 | 67 | 10 | | 3 | 3% | 45" |
| 2773 | 56 | 14 | | 1 | 34 | 36" |
| 2774 | 57 | 14 | | 1 | 8 | 36" |
| 2779 | 68 | One s | ize Sash | 1 | 16 | 36" |
| | | | Dickey | | 78 · | 36" |
| | | ** | Double coll | ar : | V. | 36" |
| | | | Collar | | 38 | 36" |
| | | | Headband | 1 | 2 3 | 36" |
| 2780 | 59 | med. | | 2 | 4 | 36" |
| 2781 | 58 | One siz | e | . 1 | 3 | 36" |
| 2795 | 39 | 14 | Dress | 31 | 2 3 | 36" |
| | | | · · · · · Overski | rt 6 | 3 | 39" |
| 2796 | 47 | 14 | | . 5 | 4 3 | 36" |
| 2798 | 42 | 14 | | . 31 | 6 4 | 15" |
| 2800 | 42 | 14 | | . 31 | 4 4 | 15" |
| 2810 | 66 | 14 | | . 31 | 4 3 | 6" |
| 2812 | 41 | 14 | Tuni | e 13 | 4 | 5" |
| | | | Skirt | 11 | 8 4 | 5" |
| 2823 | 63 | One | size Slip | 5 | 4 3 | 6" |
| | | | Dress | 11 | 4 3 | 6" |
| | | | Bib | 3 | 8 3 | 6" |
| | | *** | Sacque | 1 | 2 3 | 6" |
| | | | Coat and bonne | 1 21 | 4 3 | 6" |
| | | | Long dress | 17 | 3 | 6" |
| | | | Long slip | 13 | 4 3 | 6" |
| 2824 | 61 | 14 | | . 51 | 3 | 6" |
| 2825 | 60 | 14 | | . 43 | 3 | 6" |
| 2828 | 54 | 14 | · · · · · Coat | 51/ | 3 | 6" |
| | | | Dress | 31/ | 30 | 6" |
| | | | | | | |

| No. | Page | Size | Yards | Width |
|--------|-------|-------------------|---------------------|-------|
| 2829 | 41 | 14 | 3% | 36" |
| 2831 | 57 | 14 | 23/4 | 36" |
| 2836 | 44 | 14 в | louse 1½ | 36" |
| | | | kin 27/4 | 36" |
| 2837 | 40 | 14 | 5¾ | 36" |
| 2838 | 66 | 14 | 3 | 36" |
| 2814 | 37 | 14 | 21/2 | 54" |
| 2845 | 36 | 14 | 3 | 54" |
| 2846 | 48 | 14 | 3% | 54" |
| 2848 | 50 | 14 | 41/2 | 45" |
| 2849 | 49 | 14 | 31/4 | 54" |
| 2851 | 51 | 1412 | 31/2 | 45" |
| 2853 | 48 | 1412 . Jacket and | skirt 2% | 54" |
| | | Overblouse | 11/2 | 36" |
| 2871 | 55 | 14 | oat 3 | 45" |
| | | b | ress 2 | 45" |
| 2872 | 45 | 14 Ja | cket 21/4 | 36" |
| | | Sk | irt 21/2 | 36" |
| 2873 | 54 | 14 c | oat 3 | 36" |
| | | D | ress $3\frac{1}{2}$ | 36" |
| 2875 | 50 | 141/2 | 41/2 | 45" |
| 2877 | 38 | 14 | 23/4 | 45" |
| 2878 | 39 | 14 | 4 | 45" |
| 2879 (| Cover | 14 Long sleet | red 5% | 36" |
| 2879 | 46 | 14 Short slee | ved 41/8 | 45" |
| 2880 | 38 | 14 | | 45" |
| | 65 | 14 | | 36" |
| 2888 | 64 | 14 | | 36" |
| | 62 | 14 | | 36" |
| 2893 | 56 | 14 | | |
| 2894 | 57 | 14 | | 45" |
| 2896 | 44 | 14 Blo | | 36" |
| | | Ski | | 36" |
| 2897 | 37 | 14 Jum | | |
| | | Blo | | 45" |
| 2906 | 51 | 14 | 41/2 | 45" |
| | | | | |

2907 58 14 4 % 36"

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|------|---|
| 1400 | JIE MILLER SCHOOL OF MILLINERY Greenleaf Ave., Chicago 26. Dept. M-285 booklet, How to Become an Expert Milliner. |
| Sena | bookies, now to secome on Expert Milliner. |
| Name | |
| Addr | ess |

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Of trying to make your belt and buttons without professional equipment.

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your own.

SEND US a strip of your fabric — cut 134 inches wide, and 8 inches longer than your waistline measurement. Preferably cut along the length of the fabric.

BE SURE TO SEND US ALSO, enough of your scraps of fabric to make the belt buckle and six buttons. If your fabric is washable, your belt and buttons are guaranteed washable.

| | West 38 | th Stre | et, N | ew Y | ork 1 | 8, N. Y. |
|------------------|----------------------------------|------------------|--------|-------|-------|----------|
| buttons | send me made wi You will p | th the | fabric | I e | | |
| My wai Button | st measur wanted: | ement Size 24 | S S | ize 3 | 0 🗆 | Size 36 |
| NAME_ | | | | | | |
| ADDRES | SS | | | | | |
| | | | ZONE | | STAT | E |

Accessory

FOR SPRING 1959

If you would like information regarding the store in your vicinity which carries accessories featured in this issue, write directly to the manufacturers listed below, (All of them are in New York City.)

HATS

Cover, pages 33, 37, 38, 40, 45, 48, 50, 51, 55 Mr. John Jr. by Mr. John Inc., 53 East 57th Street

Pages 36, 48, 49, 51 Rivera by Irene of New York, 16 East 52nd Street

Page 60 Madcaps Co., 28 West 39th Street

Pages 64, 66, John Frederics Charmers, 6 West 57th Street

Pages 70, 73, 75 Richard Englander Inc., 112 West 34th Street

HANDBAGS

Page 49 Greta Originals, 12 East 33rd Street

Pages 55, 60, 62 Koret Inc., 33 East 33rd Street

Page 65 Morris Moskowitz Corp., 1 East 33rd Street

Pages 70, 73, 75 Pyramid Leather Goods Co. Inc., 34 West 33rd Street

SHOES

Pages 39, 42, 70, 71, 73, 74, 75 Capezio Inc., 756 Seventh Avenue

Pages 40, 41, 45, 47, 49, 50 I. Miller & Sons, Co., 350 Fifth Avenue

Pages 41, 58, 59, 60, 64, 65, 66, 67 Pappagallo Inc., 122 Fifth Avenue

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Cover Trifari Krussman & Fishel Inc., 16 East 40th Street

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Pages 38, 40, 43, 44, 45, 50, 64, 65, 66, 67 Ciner Manufacturing Co., 15 West 36th Street

Pages 37, 39, 46, 47, 48, 51 Beads by Brania, 389 Fifth Avenue

Pages 42, 48, 55, 57 Hattie Carnegie Costume Jewelry Inc., 411 Fifth Avenue

Page 66 Monettes by Monet Jewelers, 6 West 32nd Street

GLOVES

Pages 36, 37, 40, 44, 45, 48, 49, 50, 51, 54, 55, 60, 62, 70, 73, 74, 75 Wear-Right Gloves, Inc., 214 Madison Avenue

Pages 64, 65, 66 Dawnelle Inc., 16 East 34th Street

UMBRELLAS

Pages 40, 45 Uncle Sam Umbrella Shop, 110 West 45th Street

BELT

Page 66 Calderon Belts & Bags Inc., 389 Fifth Avenue

MAKEUP

Pages 36-39 DuBarry, 7 East 60th Street

Pages 40-43 Tussy Cosmetiques, 445 Park Avenue

Pages 44-47 John Robert Powers, 681 Fifth Avenue

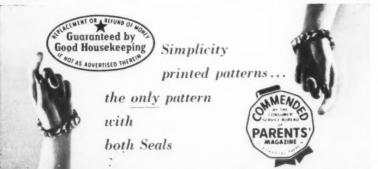
Pages 48-51 Charles of the Ritz, 11 East 58th Street

ARTIFICIAL FLOWERS

Page 36 Helen Cole Inc., 963 Lexington Avenue

FAN

Page 43 Mr. John Inc., 53 East 57th Street



The littlest Easter parade









1941 - Coat and dress ensemble, empire in feeling, pleated in fact. Bonnet included. Sizes ½-3, 50¢.

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Backviews for styles shown on pages 69 through 85





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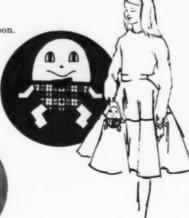


Creative embroidery has always had a special place on children's clothes. Years ago it required a certain talent and hours of painstaking handwork. Today any woman can do it easily and automatically on her own sewing machine. Embroideries and appliqués shown here were done by a Singer Slant-O-Matic.

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circle skirts with whimsical appliqués borrowed from children's stories or children's imaginations. Drawn free hand or traced with dressmakers' carbon. 2817, sizes 221/2-26, 40¢.





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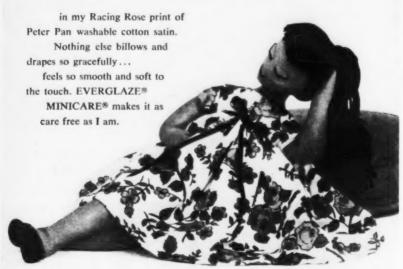




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| No. | Page | Size | Ya | rds | Width |
|------|-------|------|------------------------------------|-------|------------|
| 1019 | 79 | 6 | | . 134 | 54" |
| 1025 | 85 | med. | | 234 | 36" |
| 1695 | 84 | 14 | | 13% | 54" |
| 1980 | 77,8 | 1 10 | Jacket | 1% | 54" |
| | | | · · · · · · · · Pants | 1 | 51" |
| 2211 | 79 | 6 | Shirt | 134 | 36" |
| | | | · · · · · · · Pants | | |
| 2212 | 79 | 6 | Long sleeved | 119 | |
| | | | Short sleeved | | 36" |
| 2356 | 77 | | Shirt | 214 | 36" |
| 244 | | | · · · · · · · · Pant | | 45" |
| 2667 | 81 | | .x.xxxx Dress | 135 | 36" |
| 0/3/ | O.Y | | **** Aprot | | 36" |
| 2676 | 82 | | | | 36" |
| 2712 | 73 | | Blouse | 138 | 36" 36" |
| 2715 | 71 | | Skirt | 214 | 36" |
| 2721 | 82 | | | 434 | 36" |
| 2743 | 80 | | Overalls | 115 | 36" |
| 2110 | | | Shirt | 135 | 36" |
| | | | Top | 134 | 36" |
| 2746 | 82 | | | 37 | 36" |
| 2752 | 75 | | | 384 | 36" |
| 2782 | 81 | | | 214 | 54" |
| 2783 | 77 | 10 | | 2"4 | 36" |
| 2786 | 72 | 8 | Blouse | 15% | 36" |
| | | | Jumper | 21/4 | 36" |
| 2788 | 71 | 5 | | 21, | 36" |
| 2792 | 83 | 14 | | 314 | 36" |
| 2818 | 83 | 8 | | 2 | 36" |
| 2821 | 71 | | | 2 | 36" |
| 2854 | 85 | 14 | Sweater | 134 | 54" |
| | | | Blonse | 2 | 36" |
| 2855 | 85 | 38 | | 11. | 51" |
| 2857 | 75 | | Dress | 275 | 36" |
| | | | · · · · · · · · · · · · · · · Coat | 484 | 36" |
| 2859 | 82 | | | 21., | 36" |
| 2861 | 73 | | Dress | 31 | 36" |
| 2001 | | | · · · · · · · · · Coat | 314 | 36" |
| 2863 | 70 | | | 212 | 36" |
| 2865 | 71 | | Dress | 214 | 36" |
| 2000 | | | Overblouse | 75 | 36" |
| 2866 | 76,78 | | Long sleeved | 114 | 54" |
| 2866 | 85 | | Sleeveless | 34 | 54" |
| 2889 | 75 | | Siceveless | 3 | 45" |
| 2890 | 74 | | | 4 | 45" |
| | 69 | | Dress | 21/4 | 36" |
| 2902 | 09 | | | 134 | 36" |
| 2004 | 72 | | Apron | 21/2 | 36" |
| 2904 | 73 | | | 13% | 36" |
| 4100 | 85 | 9 | | 1.78 | 30 |



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